



**FOR IMMEDIATE RELEASE:**

July 1988

**PUBLIC ART FUND PRESENTS ERICKA BECKMAN AT TIMES SQUARE**

From August 1 through August 31, 1988, a 30-second computer-animated message by artist Ericka Beckman will be broadcast from the Spectacolor lightboard at One Times Square. Beckman's message, titled "Advertisement for GITSO TRUST," will run every twenty minutes, appearing within a loop of commercial advertisements.

Beckman's message is an advertisement for a fictional Japanese corporation, "GITSO TRUST," that is "here to help manage America's future." The message, which uses images of tractors standing abandoned in a field and a red sun with the GITSO TRUST logo rising over America, refers to the farm crisis in America as well as the increasing control of technology by Japanese industry. It reminds the viewer of America's domestic difficulties and the growing influence of Japan on our economy.

Ericka Beckman, a filmmaker and photographer, lives and works in New York City. Recent exhibitions include the 1987 Whitney Museum Biennial and the "Re-vision" Festival at the Brattle Theater in Boston. A show of Beckman's photographs is currently on display in the Hallesud Museum in Geneva and her film "CINDERELLA" was shown this year at the National Gallery in Washington D.C. and the Newport Harbor Museum in Newport Beach, California.

This message is part of an ongoing Public Art Fund Inc. program, **Messages to the Public**, and is made possible through the cooperation of Spectacolor, Inc. and with support from the National Endowment for the Arts and the New York City Department of Cultural Affairs.

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