

For IMMEDIATE RELEASE
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presents

“How to Enjoy Traffic Cones”

A collaborative exhibition instigated by **Erik Sanner**
A **chashama Windows project**, at 266 West 37th St. (between 7th & 8th Aves)

Viewing Hours: Wednesday, September 30th through Sunday, October 4th, from 12pm to 6pm

Opening Reception: Friday, October 2nd, 6pm-8pm

Directions: A, C, E, 1, 2, 3 to 34th Street or to 42nd Street (use 40th Street exit)
M16, M34 to 8th Ave; M10, M20 to 36th Street

FREE and open to the public

For more information visit www.chashama.org

Traffic cones are almost art. Like paintings, their primary function is to be looked at. **How to Enjoy Traffic Cones** is an exhibition of contemporary new media art celebrating the aesthetic practice of traffic cone viewing. Works include “Conescape,” an interactive piece by JudsoN and Erik Sanner, and “Eight Views of a Traffic Cone, Eight Times Removed,” a new media installation by Jeffrey Chuang, Isaiah King, and Erik Sanner. Additionally, a limited edition brochure suggesting ways to engage in traffic cone appreciation is available at the gallery. **How to Enjoy Traffic Cones** is made possible in part with public funds from the **Manhattan Community Arts Fund**, supported by the **New York City Department of Cultural Affairs** and administered by the **Lower Manhattan Cultural Council**.

About the Artists:

Jeffrey Chuang is an art director, illustrator, designer, painter, father, tennis player, and, like many people, deeply conflicted.

Jason Wilder Evans has shared stages with Steve Azar and the Nashville Star Tour. With his wife Dawn-Lee, he is walking every street in Manhattan. Jason is currently working on a creative writing and video project called *HIV: USA* that will take place in every state.

JudsoN has been programming interactive artwork since 1996. His work has been featured in MoMA’s web art collection, the Kennedy Center in Washington DC, and the Kitchen in NYC, among others. He recently contributed to *The Handbook on Computational Arts and Creative Infomatics*.

Isaiah King’s prints, paintings and drawings pursue an ongoing study of the human form in all its complex emotive facets while his design work is committed to the idea of encouraging public discourse on social and political issues.

Erik Sanner integrates traditional media with technology to create dynamic installations he calls “paintings that move.” He has been treating traffic cones as aesthetic phenomena for about fifteen years.

chashama is a NYC arts organization whose mission is to support artists of all genres. chashama adopts vacant properties that are donated by their owners and converts them into theatres, galleries, studios, and window performances sites; chashama then regrants this space for free or at heavily subsidized rates. Since 1995, chashama has transformed more than 20 vacant properties and has given more than 5,000 artists access to space.