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2 April 21, 2006 The Bethel Beacon

Art to be shown off at movie theaters

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Staff Reporter

The next time you go to the movies, the film might not be the only thing that catches your attention.

Thanks to June Bisantz, a Willimantic artist, audiences in seven theaters throughout the state will have something entertaining to look at before the film even starts.

Ms. Bisantz will soon present "Coming Soon! Art Replaces Advertising!" at Bethel Cinema, Crown Majestic Theatre in Stamford, Crown Plaza in Greenwich, Crown Royale in Norwalk, Madison Art Cinemas in Madison, Crown Theaters Art at Cinema City in Hartford and Showcase Cinemas Buckland Hills in Manchester.

The art will start being shown April 28.

This recent project is an extension of something Ms. Bisantz started in 1999, when she put her art images on places where advertisements are usually put, such as billboards and the sides of buses. This was done in an effort to make art more accessible to people by bringing it out of the gallery and into the public.

"Each time I do a project, I expand on it a little," Ms. Bisantz said.

"Coming Soon! Art Replaces Advertising" includes three digital images that were done by Ms. Bisantz.

"They're a little series," she noted. "They're somewhat movie-based."

Each image tries to connect to people's dreams and desires and includes the familiar movie phrase "Coming soon!"

Ms. Bisantz casted herself as the main character in each of them.

Each image is based on things that everybody goes through in life.

One is titled "High Stakes,"



in which Ms. Bisantz is pictured in Spanish cowboy clothes with guns pointed and smoking. It depicts how people face confrontations in their lives.

Another, called "Hot Pursuit," depicts a love-on-the-run scene that includes romance and adventure. The image shows Ms. Bisantz, as a 1940s-era heroine, and her fiancé, Brookfield native Harrison Judd.

"Instant Success" shows a joyful Ms. Bisantz in a hat. It depicts what a person feels like after dealing with struggle and coming out on top in the end.

"They refer to heroic, dramatic acts," Ms. Bisantz said of the images, which spread the message that "We are all heroes in our own drama."

"It's all about anticipation and desire and personal fulfillment and heroic action," she added.

Ms. Bisantz, who teaches digital art and design at Eastern Connecticut State University, was a painter before getting into digital work.

"I do think about painting again," she said, adding, however, that she very much enjoys



Contributed photographs

June Bisantz and her fiancé, Harrison Judd, pictured at left, are featured in the theater art piece above, one of several that will be shown in several movie houses, including the Bethel Cinema.

digital work and sees herself staying with it.

"It's very much like painting," said Ms. Bisantz.

Ms. Bisantz is excited about "Coming Soon! Art Replaces Advertising".

"I think it's just going to be amazing," she said. "I think it's going to give people something to smile about."

Ms. Bisantz said that, by putting her work on the screens of these seven theaters, about 40,000 people would see her work each week until the event ends June 8.

This fits right in line with her goal of bringing artwork out of the gallery and into daily life where more people can enjoy it.

Ms. Bisantz plans on going to Crown Theaters at Cinema City in Hartford for the first night and intends to visit all of the theaters during the event.

She is looking forward to coming to Bethel.

"The Bethel theater is just the most wonderful little theater," said Ms. Bisantz.

People can see the images at www.artreplacesadvertising.com. It is there that they can also send the artist an e-mail letting

her know what they thought of her work.

"I love hearing from them," Ms. Bisantz said, pointing out that most of the e-mails she gets come from people who like her work.

She added that people also tell her about her work affected them. Hearing from them also helps give her ideas about future endeavors.

Although it's not quite the same, Ms. Bisantz is currently working on a project that will be unveiled in New Haven in the fall.

While "Coming Soon! Art Replaces Advertising" involves movie screens, her upcoming work will feature the use of street signs.

Although their shapes and colors will remain the same, Ms. Bisantz will put different wording on them that will tell people to do things such as relax, read and celebrate.

No matter if street signs or movie screens are her canvas, it's clear that Ms. Bisantz enjoys making her art more accessible to the public.

"I have so much fun with my work," she said.