



**SHE'S COMING TO A
THEATER NEAR YOU**

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BROADCASTER

◆ A REMINDER COMMUNITY NEWSPAPER ◆

April 28, 2006 • Broadcaster North Edition

Bisantz creates tongue-in-cheek 'previews' coming to a theater near you

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WILLIMANTIC — If that Hollywood-style smile up on the big screen seems familiar, chances are you've seen the transformed face of June Bisantz on a billboard or bus sign somewhere in your travels.

Bisantz, who teaches Digital Art & Design at Eastern Connecticut State University, is a proponent of public art, and her favorite subjects are the popular media images that bombard us on a daily basis.

Combine that with her love of the 30s, 40s and 50s, and you have a unique style that is now coming to a theater near you.

Beginning April 28 and through June 8, three vintage movie poster-style "previews" created by Bisantz — featuring herself in different personas — will be part of the coming attractions shown before the feature film.

One in this series that she calls *Coming Soon!*, depicts Bisantz dressed as a Mexican bandit holding smoking guns ala the classic Western, in this case entitled "High Stakes."

Another, "Hot Pursuit," spoofs the Alfred Hitchcock-style thriller, and her co-star in this one is photographer — and her soon-to-be-husband Harrison Judd.

The third, "Instant Success," is reminiscent of a 1930s Busby Berkeley musical, in which Bisantz sports a military cap set at a playful angle atop her strawberry blonde tresses.

These artworks will be shown at the Crown Theaters Art @Cinema City on Brainard Road in Hartford; the Showcase Cinemas at Buckland Hills in Manchester; the Madison Art Cinemas; the Crown Royale in Norwalk; the Crown Majestic Theater in Stamford; the Crown Plaza in Greenwich; and the



Smoking guns. Behind that bandana is June Bisantz, who teaches Digital Art & Design at Eastern Connecticut State University. Three of her movie poster-style "coming attractions" will be shown on the big screen at several movie theaters between now and June 8.

Images reprinted with permission by June Bisantz.

Bethel Cinema.

Bisantz likens these public artworks to performance art because both move "art" from the gallery wall out into the day-to-day world.

"*Coming Soon!* is about anticipation and desire — familiar themes used in advertising. However, in this case, nothing is being sold," Bisantz said.

Her public pieces are a way of taking back some of the public space overrun with advertising.

"Although I love advertising when it's clever and effective, I believe we would all be happier if we saw other kinds of messages in the public realm, in addition to messages that urge us to commercial action. There's too much of it, and it's everywhere. It adds up to a lot of pressure," she said.

"My work seeks to re-introduce a kind of innocence into the marketplace — to re-claim public/commercial space for conversation, connection and amusement," she added.

These works also encourage the viewer to recognize the passion and drama played out in his or her own life.

"We are all drawn to larger-than-life tales of human drama told over and over in different ways. We are captivated because it is our own story... I want to make these heroic, universal tales personal, and remind myself and others to connect to the excitement and drama of our own lives," she said.

Bisantz has shared her love of public art with her ECSU students, whose most recent project was designing billboards announcing the new location of the Willimantic Food Co-op.

Bisantz is also a talented musician and recently released "Let's Fall in Love", a collection of jazz ballads inspired by the work of legendary jazz artist Chet Baker.

The *Coming Soon!* project was funded by a Connecticut State University Research Grant, and a Connecticut Commission on Culture and Tourism Artist Fellowship.



This could be you. One of the messages June Bisantz wants to convey in dramatic images is that our own lives are as full of courage, passion, tragedy and triumph as the stories coming out of Hollywood. Much of her artwork is also aimed at reclaiming public space for messages that aren't about pushing products and services. She invites viewers to share their impressions of her work at her Web site: ArtReplacesAdvertising.com.