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TOMORROW



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79

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theater
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By **TERESE KARMEL**
Chronicle Features Editor

An Eastern Connecticut State University graphic arts professor has spent much of her career putting art in public spaces.

But with her latest project, June Bisantz has introduced her work to a whole new world of viewers: filmgoers.

Three of Bisantz's creations are now appearing in seven theaters throughout the state as art leaves the gallery and jumps onto the movie screen.

In these theaters, ranging in location from Manchester to Greenwich, Bisantz has bought advertising space to display the three images, which she based on vintage movie posters.

She got the idea when she saw a trailer at the movies that advised people to "advertise here." Normally these spots are purchased by soda or snack manufacturers but Bisantz, never at a loss for creative ideas, had another notion. "When I saw it, a light bulb went off in my head and I said to myself, 'I want to be there,'" she said.

After a year of trying to track down the correct contact, she finally sold her idea and with the help of grants from the Connecticut State University system and the Connecticut Commission on Culture and Tourism got the project going.

She calls it "Coming Soon! Art Replaces Advertising!" "I just wanted to replace advertising space with a creative statement," she said. The powerful tool of advertising in a movie theater will help "balance the commercial pressure of our daily experience with a moment of creative connection and personal empowerment," she said. The images will be shown through June 8.

The project features three images of Bisantz presented in the style of vintage movie posters. They are all based on movie plots, she said, in which the heroes "attempt to make their universal cinematic journeys our personal, pri-



The three digital images created by June Bisantz are based on standard movie themes. They are now showing in seven movie theater complexes throughout the state.

vate journeys."

The technology was relatively easy, she said. "It was just a matter of making the image at the proper size and resolution and composing it for the movie venues." Each of the images stays on the screen eight seconds and cycles through three complete times.

The first image is called "High Stakes" and features Bisantz, with a pair of guns blazing, dressed in full Mexican regalia with a bandana covering her nose and mouth. She is wearing a sombrero and her gun belt is fully loaded. Bisantz said the purpose of the image is to "comment on the challenges we all face as we strive to achieve our goals."

Bisantz said besides reaching a larger audience, the project also allows her to participate "in the cultural fantasy of becoming a media star." Bisantz has a history of performance art.

A jazz musician, she has appeared with various groups at clubs throughout Connecticut and recently released "Let's Fall in Love," a CD of jazz ballads inspired by trumpeter Chet Baker.

The second image, "Hot Pursuit," features Bisantz as a 1940s heroine on her knees next to her real life husband, photographer Harrison Judd. The two of them are pictured in a vintage romantic tropical setting in front of a full moon. She said the image is intended to blend "high romance and desperate adventure."

The third image is called "Instant Success" and features Bisantz with flaming red hair in a serviceman's cap, at a jaunty angle on her head. The purpose of the image is to suggest "anticipation and desire — the instant transformation of struggle and strife into success and happiness."

The theaters that are running the images are Crown Theaters Art @ Cinema City, 235 Brainard Road, Hartford; Show-case Cinemas, Buckland Hills, Manchester; and Madison Art Cine-mas, Boston Post Road, Madison.

Also, Crown Royale, 542 Westport Ave., Norwalk; Bethel Cinema, 269 Greenwood Ave., Bethel; Crown Majestic Theater, 118 Summer St., Stamford; and Crown Plaza, 2 Railroad Ave., Greenwich.