

For Immediate Release

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Coming Soon! Art Replaces Advertising: Art on Movie Theater Screens

April 28 – June 8, 2006 at

7 Movie theaters in Connecticut:

Crown Theaters Art @Cinema City 235 Brainard Rd. Hartford **860-549-0030**

Showcase Cinemas Buckland Hills 99 Redstone Rd. Manchester **860-646-9800**

Madison Art Cinemas 761 Boston Post Rd/Main St. Madison **203-245-3456**

Bethel Cinema 269 Greenwood Ave. Bethel **203-778-2100**

Crown Royale 542 Westport Ave. Norwalk **203-846-8797**

Crown Majestic Theater 118 Summer St. Stamford **203-323-1690**

Crown Plaza 2 Railroad Ave. Greenwich **203-869-4030**

Art leaves the gallery and leaps onto the silver screen in ***Coming Soon: Art Replaces Advertising!!*** a new **public art project** by **June Bisantz**, in which art images replace on-screen advertising with a message worthy of a major motion picture. These colorful, humorous and dramatic images will be shown several times before all feature films at selected movie theaters in Connecticut from **April 28-June 8 2006**.

Bisantz uses the power of mass media to take her work out of the gallery and present it to the general public. In ***Coming Soon!!*** she appropriates movie screen advertising space to establish a moment of personal connection with Connecticut's rapidly expanding movie-going audience.

Coming Soon!! is about anticipation and desire – familiar themes used in commercial advertising. However in this case, nothing is being sold. Instead, Bisantz uses the familiar cinema advertising phrase ***“Coming Soon”*** to connect us to our own dreams and desires.

Casting herself as the main character in her images, Bisantz translates universal cinematic themes into personal scenarios. Her three playful, provocative images are presented in the style of vintage movie posters. They show us dramatic vignettes of high stakes, hot pursuit and instant success, lending the importance of major motion picture advertising to our personal realities.

“High Stakes”, in which Bisantz appears in full Mexican cowboy regalia, complete with smoking guns, is a scene of heroic confrontation, commenting on the challenges we all face as we strive to achieve our goals. **“Hot Pursuit”** offers an intense love-on-the-run scene of high romance and

desperate adventure. It features Bisantz as a 1940's heroine along with a special appearance by her husband and photographer, Harrison Judd. "**Instant Success**", which features a joyful and jaunty-capped Bisantz, is the optimistic emblem of anticipation and desire – the instant transformation of struggle and strife into success and happiness.

"We are all drawn to larger-than-life tales of human drama told over and over in different ways" says Bisantz "We are captivated because it is our own story - the story of each individual. 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."

Committed to reaching the largest public audience possible with her particular blend of art, performance and media advertising, Bisantz is happy that ***Coming Soon!*** will reach a larger audience than any of her previous public projects. "I'm thrilled at the prospect of seeing my work on movie theater screens," she says. "It's a way of participating in the cultural fantasy of becoming a media star!" On a more serious note she adds, "I want to use the powerful tool of media advertising to balance the commercial pressures of our of our daily experience with a moment of creative connection and personal empowerment. In this project as in all my work, I share my thoughts with the public, and invite them to contact me and take part in the conversation. When someone e-mails me in response to my work, I really do feel like a star!"

Bisantz can be reached directly at **ArtReplacesAdvertising.com**, where viewers can respond to the project by submitting questions, comments or suggestions for further public statement.

Coming Soon! Art Replaces Advertising can be seen from **April 28 – June 8** at the theaters listed above.

Ms. Bisantz teaches Digital Art & Design at Eastern Connecticut State University. She is a musician as well as a visual artist and has recently released "Let's Fall in Love", a collection of jazz ballads inspired by the work of legendary jazz artist Chet Baker.

This press release along with high resolution images for printing are available for download at:

ArtReplacesAdvertising.com