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NEW MUSEUM INSTALLATION TO ADDRESS ISSUES OF PROSTITUTION AND AIDS

Love for Sale... Free Condoms Inside, an installation in the Window on Broadway by Gran Fury in collaboration with PONY (Prostitutes of New York), will be presented at The New Museum of Contemporary Art, New York from February 16 to April 7, 1991. This collaborative installation will examine the myths and misconceptions surrounding prostitution and AIDS.

Gran Fury's involvement with The New Museum dates back to 1987 when one of the Museum's curators, the late William Olander, invited ACT UP (AIDS Coalition to Unleash Power) to create an installation in the Broadway window. Let the Record Show... made use of its location on a busy thoroughfare to heighten public awareness of the AIDS crisis. Using photo blow-ups and tombstone-like inscriptions to present quotes from political and civic leaders, Let the Record Show... revealed the political dimensions of the AIDS epidemic and included both a neon rendering of the Silence = Death insignia and an electronic sign on which a brief history of the epidemic alternated with the slogan: ACT UP -- FIGHT BACK -- FIGHT AIDS. The AIDS activist arts collective Gran Fury was formed from the members of ACT UP who conceived and produced the window.

Since that time Gran Fury has continued to appropriate media techniques in producing numerous public projects -- posters, stickers, shirts, fliers, printed ads, billboards, and bus signs -- which seek to both inform a broad audience and provoke direct action to end the AIDS crisis. In their commitment to addressing the diverse communities of people whose lives are affected by AIDS, Gran Fury has begun working with outside groups. For this project, they are collaborating with PONY, an advocacy group for sex-workers, to create a window installation dealing with the misinformation and discrimination associated with prostitution and AIDS.

Gran Fury and PONY's window installation has been funded by the William Olander Memorial Fund, with the continuing support of the Jerome Foundation, The Greenwall Foundation, and The National Endowment for the Arts.

The New Museum of Contemporary Art is located at 583 Broadway between Prince and Houston Streets in Soho. Hours are Wednesday, Thursday, and Sunday: noon to 6 PM; Friday and Saturday: noon to 8 PM; Monday and Tuesday: closed. Admission is by suggested contribution: \$3.50 general; \$2.50 artists/students/seniors; members and children under 12 admitted free.

Recorded information concerning exhibitions and programs at The New Museum may be obtained by calling 212/219-1355.