

Contact: Sara Palmer, Director of Public Affairs
Steven Henry, Public Affairs Assistant
212/219-1222

INSTALLATION BY GENERAL IDEA ON VIEW AT NEW MUSEUM

An installation by General Idea, which features an AIDS graphic based on Robert Indiana's famous LOVE design, will be on view December 9, 1988 through February 12, 1989 in the Window on Broadway at The New Museum of Contemporary Art in New York.

For the past twenty years, General Idea--the Canadian collaborative team of AA Bronson, Felix Partz and Jorge Zontal--has been exploring our culture's obsession with emblems and myths. Recently, the team has turned its attention to a crisis of the 1980s, by transforming Robert Indiana's famous LOVE graphic, an icon of the 1960s, into a symbol for AIDS. This symbol, with its bold colors and Pop connotations, is meant to both startle viewers and demystify responses to the disease. General Idea's AIDS series has resulted in paintings; sheets of stamps; prints; poster projects in New York, San Francisco and Toronto; and now, an installation in The New Museum's Window on Broadway.

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 6:00 p.m.; Friday and Saturday: noon to 8 p.m.; Monday and Tuesday: closed. Admission is by suggested contribution: \$2.50 general; \$1.50 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.