



FOR IMMEDIATE RELEASE

NEW PUBLIC ART BILLBOARD INSTALLATION
'5' by Bang Luu



NEW YORK, NY—14x48 is pleased to announce its latest billboard, “5”, by Boston-based artist **Bang Luu**. The billboard, located at 174th Street and Broadway in the Washington Heights neighborhood of Manhattan, features a partially invented biological image inspired by cancer diagnostics. The image, which oscillates between a scientific scan and an intimate granular image in soft focus, simultaneously hints at the insidious aspects of cancer growth and its devastating emotional impact. The work emerges from the artist’s personal relationship to the struggle of witnessing a loved one battle cancer, and a desire to reduce the illness to its most visible, visceral form to inform the audience of the importance of early detection.

The pink ribbon and other products are used as uncontroversial symbols that both raise awareness about important medical conditions but also can shelter people from the complexities of the disease. The symbols are stand-ins for aspects of cancer’s intricacies. In *5*, Luu destabilizes this single cancer symbol by incorporating the terror and beauty of cancer imaging aesthetics—a non-geographic topography of cancer—exposing the disease at its rawest, unmediated form. The billboard aims in part to engage viewers and encourage efforts to further prevent, detect, and treat cancer.

In medical terminology, cells ‘metastasizing’ refers to their spread from one site of the body to another, usually in unpredictable ways. Luu captures some this complexity by painting individual, pixelated, colored forms layered atop one another. These splotches, at a distance, will be perceived as a united color system, but will retain a painted border ring in order to distinguish one color from another. *5 a/so* includes GIF images portraying the evolution of metastases.

Luu hopes to engage and educate the audience with this illustrated, quasi-biological imagery of cancer and emphasize the importance of regular checkups and preventive measures. Of the work, Luu says, “My own mother’s battle with cancer inspired *5*. For those who wish for dialogue, for support, or even for education, I would like to share this with you. To those who are battling cancer, you are not alone. If you wish to claim ownership, it’s yours for the taking.”

About the Artist

Bang Luu is a Boston based artist who seeks to link technology with various traditional mediums, tackling internal thoughts in response to the uncontrollable impact of the external world. Her work creates a transient artificial space that one can escape into, thereby breaking away from the normative world. She received her Bachelor of Arts from the College of the Holy Cross, MA, in Studio Arts, with a minor in Art History. Luu has exhibited her work at galleries and institutions throughout the northeast and nationally including Widener Gallery, Perry and Marty Granoff Center for the Creative Arts, and Iris & B Gerald Cantor Center for Visual Arts. She was also commissioned to showcase for the Boston Convention & Exhibition Center for their 3,000 square foot digital display.

About 14x48

14x48 repurposes vacant billboards as public art space in order to create more opportunities in public art for emerging artists and to enliven the vibrancy of our urban environment.

Visiting the Installation

The billboard is located on a south-facing billboard above the intersection of 174th Street and Broadway—a short walk from the 1 and A Trains at the 168th Street or 175th Street stations. A map of the location can be found on the website:
<http://www.14x48.org/campaigns.html#campaign12>.

Support

Support for 14x48’s public art projects has been made possible by individuals, Lamar Outdoor, and The New York Community Trust. 14x48 is a sponsored project of Fractured Atlas, a non-profit 501(c)(3) arts service organization.

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