



FOR IMMEDIATE RELEASE

NEW BILLBOARD BY ARTIST JULIA WEIST POSTED AT 107-37 QUEENS BLVD FOREST HILLS, NY

Julia Weist: Reach Billboard
Press Release June 12, 2015



Forest Hills, Queens -- **14X48** is pleased to announce their latest billboard posting, **Reach**, by Brooklyn-based artist Julia Weist. The billboard features a seventeenth-century word, seen in the image below, which means coming together through the binding of two ropes. Prior to this project the word had never been used online. Searching for it now leads one to a single page on the internet, created by the artist.

The installation, which marks 14x48's eighth billboard in New York City, is located at Queens Boulevard and 71st Ave.

In 2015, Weist set out to find a space on the Internet that was empty and a single word that would lead people there. The *Reach* project shares this word with the 123,484 weekly viewers of the billboard, and those who see imagery of the artwork. To accompany the billboard, Weist has designed an Internet-enabled lamp, which will turn on each time the webpage is visited. She will live with this active indicator in her home for the length of the billboard posting. In this context, *Reach* serves as a metaphor for community and for connection.

About the Artist

Julia Weist is a New York based artist whose new media and sculptural work explores cultural informatics and collection theory as well as the emotional, cognitive, and manifest aspects of data modeling and presentation. Weist holds degrees in Fine Art from The Cooper Union and Library & Information Science from Pratt Institute. Her work has recently been exhibited at Witte de With (Rotterdam), Pioneer Works (New York), The Elizabeth Foundation for the Arts (New York); and the Museum of Modern Art, Antwerp.

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.

Support

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

Visiting the Installation

By subway take the E, F, M or R to Forest Hills -- 71 Av. The billboard is located at 107--37 Queens Blvd, Forest Hills, NY. A map of the billboard can also be found at:

<http://www.14x48.org/campaigns.html> -- [campaign8](#)

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Billboard Image Detail:

