



FOR IMMEDIATE RELEASE

**NEW PUBLIC ART BILLBOARD INSTALLATION
(Bill)board by artist Peter J. Hoffmeister**



October 11, 2017 NEW YORK, NY—14x48 is pleased to announce its first billboard in the 2017-2018 season, *(Bill)board*, by artist PETER J. HOFFMEISTER.

Paradoxically, you do not own the money in your wallet. You own the value the money in your wallet represents, but you do not own the physical paper. In this way, paper currency is a type of abstracted public space, in that it is a shared material created to hypothetically facilitate cooperation and exchange between individuals.

We use money everyday, but hardly look at it. By presenting this image on a NYC billboard, Hoffmeister hopes to reacquaint visitors with something we all share. The value paper money represents is a double-edged sword; it is a force that can be harnessed for the benefit of a majority, or the greed of a minority.

The billboard image is a scan of a twenty-dollar bill, chosen for its engraving of the White House. As the bill was scanned, glitches were formed by moving it in a specific pattern, suggesting a malfunction of the bill while also pointing toward a transformative force acting upon it.

To expand upon the visual impact of the billboard, Hoffmeister developed a companion piece called *Withdraw Your Support*. It consists of an unlimited edition of fake twenty-dollar bill “sizzle cards.” Instead of using the reverse of the fake bill as a space for advertising, the words “Withdraw Your Support” are written. The assumed monetary value of the fake bill is replaced by a message meant to call upon the public consciousness. These will be periodically dropped on sidewalks in the vicinity of *(Bill)board* and in New York City generally, where unsuspecting passersby will encounter them.

About the Artist

Peter Hoffmeister is an artist, living and working in New York City, who engages contemporary socio-political issues through research-based projects and site-specific interventions. He received his BFA from the Fashion Institute of Technology in 2007 and his MFA from Hunter College in 2017. His work has been shown in a diverse array of venues, including a historic house museum, an elevator, and a church.

About 14x48

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

Support

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

Visiting the Installation

The billboard is located at 174th Street and Broadway in Manhattan. A map of the billboard's location can be found at:

www.14x48.org/campaigns

Media Contact

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