



FOR IMMEDIATE RELEASE

NEW PUBLIC ART BILLBOARD INSTALLATION
Bliss by Conor Doherty



March 2, 2017 NEW YORK, NY—14x48 is pleased to announce its latest billboard, Bliss by Brooklyn-based artist **CONOR DOHERTY**. The billboard, located at E. Fordham Rd and Decatur Ave in the Bronx, features a photograph of balloons seemingly inundated by the sea. The image prompts viewers to engage with the realities of sea level rise from climate change, and our general apathy towards and willful ignorance of the issue.

The balloons, improbably resilient despite the sea's advance, suggest a time and place gone by, swallowed by a phenomenon much larger than the event the balloons might have been used to celebrate. As improbable as the scene is, the photograph is a real depiction of a real place, not a digitally engineered scene. Its contradictions and paradoxes reflect our own often irrational reactions to climate change, and our ability to process and understand yet largely ignore complex realities. The temporal quality of the crashing wave, combined with the photographic medium capturing an otherwise ephemeral moment, convey the issue's urgency, despite general inaction.

Bliss is a part of an ongoing series by the artist addressing climate change.

About the Artist

Conor Doherty is a Photographer, Creative Director and Multi-media artist living in Brooklyn. His work has been displayed in galleries and Museums in New York and Boston including the Boston Public Library and the Griffin Museum of Photography. The influence of Conor's degree in Philosophy and his commercial work as a landscape and fashion photographer are evident in his work. He is honored to be one of the artists selected for 14x48.

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 west-facing billboard above the intersection of E. Fordham Rd and Decatur Ave in the Bronx. It is a short walk from the "4" or "D" Trains at the Fordham Ave stations, as well as the Fordham Metro North Station. A map of the location can be found on the website: <http://www.14x48.org/campaigns.html#campaign13>.

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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