



FOR IMMEDIATE RELEASE

NEW PUBLIC ART INSTALLATION
by artists Anthea Behm and Avi Alpert



July 25, 2018, NEW YORK, NY—14x48 is pleased to announce the posting of “If You Lived Here” by artists Anthea Behm and Avi Alpert.

The billboard, posted on the corner of Spring and Hudson streets between the Tribeca and SoHo neighborhoods of Manhattan, reads “If you lived here...you’d be in someone else’s home by now.” In subverting the common real estate advertising slogan, “If you lived here, you’d be home by now,” Alpert and Behm ask viewers to reflect on what it means to be “home” in a city of massive and ongoing gentrification and displacement. The project is accompanied by a digital pamphlet with more information about the project and how to get involved in fighting gentrification.

To create the billboard image, Behm used a stencil to expose photographic paper to varying degrees and then unevenly developed the paper. The resulting photogram was then scanned, thus returning concrete labor to digital form. Using this unique process, Behm mimics the “uneven development” of New York housing and finance.

Behm and Alpert have also produced a series of real estate Craigslist ads which covertly guide readers to websites with information on housing justice.

About the Artists

Avram Alpert is a Lecturer in the Princeton Writing Program. He was previously a Fulbright Scholar in Brazil and a postdoc at the Center for Cultural Analysis at Rutgers University. He has a PhD in comparative literature from the University of Pennsylvania, and is a graduate of the Whitney Museum's Independent Study Program in Critical Studies. His book, *The Global Origins of the Modern Self, from Montaigne to Suzuki*, is forthcoming from SUNY Press. With Danny Snelson and Mashinka Firunts, he is a member of the performance collective Research Service. And with Sreshta Rit Premnath, he was the co-editor of the *Dictionary of the Possible*.

Anthea Behm received her MFA from the School of the Art Institute of Chicago. Recent solo exhibitions include Paris London Hong Kong, Chicago; Good Enough, Atlanta; Minerva, Sydney. Group exhibitions include Smack Mellon, NY; The Kadist Foundation, CA; the Frye Art Museum, WA; the Centre for Contemporary Art, Singapore; and the Kiasma Museum of Contemporary Art, Helsinki. Her work has been discussed in *The New York Times*, *Temporary Art Review*, *X-TRA*, *Kaleidoscope*, and *Art & Australia*. She has participated in the Whitney Museum of American Art Independent Study Program, the Core Program, Museum of Fine Arts Houston and the Skowhegan School of Painting and Sculpture. Behm is currently the guest editor of Daily Lazy, and Assistant Professor of Photography at the University of Florida, Gainesville.

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

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Visiting the Installation

The billboard is located on the west-facing wall of 286 Spring Street in Manhattan.

Media Contact

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