



## NEW PUBLIC ART INSTALLATION POSTED ON BILLBOARD ON GREENPOINT AVE AT 46<sup>th</sup> STREET

Margeaux Walter: Keep Calm Billboard  
Press Release January 5<sup>th</sup>, 2015



Sunnyside, Queens - **14x48** is pleased to announce the latest public art project, **KEEP CALM BILLBOARD** by local artist Margeaux Walter. Located on Greenpoint Avenue at 46<sup>th</sup> Street in Sunnyside, Queens, the billboard is a collection of various appropriations of the famous slogan, “Keep Calm and Carry On,” plastered over a body. The billboard will be up for a minimum of 4 weeks.

The installation marks 14x48’s seventh public art project in New York City. For three years, 14x48 has repurposed vacant billboards to create more space in public art for emerging artists and to enliven the urban environment. Previous projects have been located in the Bronx, Queens and Manhattan, and have touched on various themes including the language of images.

The artist has chosen to work with the slogan “Keep Calm and Carry On” to create a dialogue that addresses the overlap between individuality and commerce as well as the various guises of advertising and propaganda. The slogan originated in the British Stationary Office during WWII and was created as war propaganda but never distributed. Today the slogan has been re-appropriated as a marketing tool to such an extent that the lines between individual expression and propaganda can be blurred. Walter’s image reveals a collage of these posters. Upon closer examination, the viewer will also notice a camouflaged papier-mâché figure in the posters.

In conjunction with the billboard, the artist invites people to tweet their own Keep Calm messages with the hashtag #keepcalm14x48. These tweets will be made into postcards and distributed along Greenpoint Ave, and at Ave Coffee House. By giving community members the ability to personalize this slogan, the artist turns a commercial transaction into a personal one, uniting the voices within the community. The personalized Keep Calm messages will also be available as a twitter feed at: <http://www.14x48.org/campaigns.html#campaign7>.

Participate in this dialogue, and grab a postcard with a message from another community member while you’re at it!

## About the Artist

Margeaux Walter is a photographer and multimedia artist living in Brooklyn. She holds a BFA from Tisch School of the Arts at NYU, and an MFA from Hunter College. Her photographs, videos and installations tend to reflect on contemporary culture, communication, technology and commerce. Her work has been exhibited at galleries and institutions around the country including Winston Wachter Fine Art, Pentimenti Gallery, The Delaware Center for Contemporary Arts, Tacoma Art Museum and Griffin Photography Museum.

[www.margeauxwalter.com](http://www.margeauxwalter.com)

## 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.

[www.14x48.org](http://www.14x48.org)

## Support

Support for 14x48's public art projects has been made possible by individuals and the NY Community Trust, Citizens Committee for NYC, 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 on the east side of the street on Greenpoint Ave, between 45<sup>th</sup> and 46<sup>th</sup> street. Ave Coffee House is across the street, and will display the postcards created from participants inside. Subway: 7 to 46<sup>th</sup> street. A map of the billboard can also be found at:

<http://www.14x48.org/campaigns.html#campaign7>.

## Media Contact

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## Artist Contact

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Billboard Image Detail:

