

ARTSY

Hank Willis Thomas creates interactive installation at The Armory Show for the fourth edition of #ArtsyTakeover

Visit the Artsy booth next to the champagne bar in Pier 94

New York, New York—New York-based, conceptual artist [Hank Willis Thomas](#), whose thought-provoking work utilizes language and advertising, will debut a collaboration with Artsy at [The Armory Show](#), on view March 5-8, 2015 (preview day March 4). The project, curated by **Artsy's Elena Soboleva**, is the fourth edition of #ArtsyTakeover, a project series in which Artsy invites contemporary artists to reimagine spaces at art fairs.

Thomas, who is represented by Armory exhibitor Jack Shainman Gallery, will transform the Artsy booth (located next to the champagne bar in Pier 94) into an interactive, text-based installation that comments on contemporary art as it relates to media and consumption. The installation will incorporate retro-reflective text designed with and screenprinted by Erik Hougen, master printer at the Lower East Side Printshop. The material, most commonly used for road signs and hazard warnings, will make the text visible when struck by a cell-phone flash from an Armory visitor. Evoking Thomas' truism, "Art imitates life. Life imitates ads. Ads imitate art," the artist intends to elicit audience engagement and reflection.

"The mode of circular thinking is an effective starting point for audiences to question the construct of marketing, which the fair, and the art world at large, employs. It examines the conflation of art with popular culture, and how both are used with commercial and collective goals," says Soboleva.

As a visible extension of the installation throughout the fair, Thomas has designed tote bags emblazoned with text, which will be given out at the Artsy booth.

Thomas will discuss the project in a talk with Daniel Buren, hosted by Surface Magazine and moderated by editor-in-chief Spencer Bailey, on Friday, March 6 at 5 PM at the VIP lounge by Hotel Americano, located in Pier 94 at the fair.

Social media hashtag: #ArtsyTakeover

HANK WILLIS THOMAS'S #ARTSYTAKEOVER

ABOUT HANK WILLIS THOMAS

Hank Willis Thomas is represented by Armory Show exhibitor Jack Shainman Gallery, where Thomas will have upcoming show, *Unbranded: A Century of White Women, 1915-2015* opening April 10th and on view through May 16th at 513 West 20th Street and 524 West 24th Street locations.. His work is included in the collections of numerous prestigious institutions including the Whitney Museum of American Art, the Brooklyn Museum, the Museum of Modern Art, the Solomon R. Guggenheim Museum, the High Museum of Art, Atlanta, The Oakland Museum of California, and the National Gallery of Art, Washington D.C. Thomas has exhibited in galleries and museums throughout the U.S. and around the world including the Goodman Gallery in South Africa, Galerie Michel Rein in Paris, Henrik Springmann in Berlin, The Studio Museum in Harlem, Yerba Buena Center for the Arts in San Francisco, the Rubell Family Collection in Miami, among others. Recent notable exhibitions include *Americans in New York 3* at Michel Rein in Paris, *Hank Willis Thomas* at the Cleveland Museum of Art, *Strange Fruit* at the Corcoran Gallery of Art, *Picture Windows* at the International Center for Photography, and *The Istanbul Biennial*. Thomas was recently appointed by Mayor Bill de Blasio to the Painter seat of the New York City Public Design Commission

ABOUT ARTSY

Artsy is the leading resource for art collecting and education. Artsy provides free access via its website (Artsy.net) and iPhone app to international exhibitions, museum collections, galleries, art fairs, curated sales, and benefit auctions. It currently features over 230,000 images of art and architecture by 25,000 artists from over 3,000 leading galleries and over 400 museum and institutional partners, which includes the world's largest online database of contemporary art. Artsy's encyclopedic database spans historical works, such as the [Rosetta Stone](#) and [the Colosseum](#), to modern and contemporary works by artists such as [Pablo Picasso](#), [Willem de Kooning](#), [Richard Serra](#), [Lucien Smith](#), [Sarah Lucas](#), and [Cindy Sherman](#). Powered by The Art Genome Project, a classification system that maps the connections between artists and artworks, Artsy fosters new generations of art lovers, museum-goers, patrons, and collectors.

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