



POP CULTURE + DESIGN

ZAZ10TS Artistic Billboards



ZAZ10TS has curated and presented a new concept of art called “In Between.”

This new exhibition can be seen on ZAZ Corner, right in the heart of Time Square. LED billboards are being used to display the artwork for 15 seconds at a time with commercial messages every two minutes. The display will showcase a new artist each month beginning September.

Tzili Charney, the founder of ZAZ Corner, is undertaking this project to display art different from the urban environment. Different artists, organizations, universities and cultural institutions will work together to achieve that goal by providing different art styles.

The initial featured artist will be Ben Hagari, whose “About Face” video series was shot entirely at home during the pandemic. Quarantine protocols forced Hagari to get creative with colors, space, subjects and composition. The result uses a faceless protagonist whose expressions are completely concealed by household items. The subject lacks features and stands and wears clothes backwards.

“The scenarios portray a mundane existence in a world whose marks have been erased. Books have no titles or words, photographs are blanked out, labels are removed; we are left with data. It generates a binary structure: backward and forward, front and rear, serious and funny,” Hagari said.

Artists who would like to participate in “In Between” can submit their art [right here](#), and anyone looking for more information on the project can [click right here](#).