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The New York Times

The Morgan Gets a Gift: A Lichtenstein Trove Times Square Climbers

The Spanish visual artist Daniel Canogar thrives on large-scale projects that engage communities. In 2011, he took over an abandoned factory in Greenpoint, Brooklyn, where he invited people to crawl across a green screen, as though they were climbing a wall, and filmed them from above. He then projected the action onto the factory facade, so it appeared that hundreds of figures were scaling the building.

Mr. Canogar is creating the same sort of project on a larger scale in Times Square. Called "Storming Times Square" and organized in partnership with Bitforms gallery in Manhattan and the Times Square Alliance, it is an installation in two parts. For the first, from Thursday through July 27, from 9 a.m. to noon and again from 4 to 7 p.m., Mr. Canogar is inviting people once again to crawl across a green, horizontal screen while they are filmed with an overhead camera. He will then transform those images into videos that will be projected onto the billboards in Times Square each night in September for three minutes, just before midnight. Called "Midnight Moment," it is a presentation of the Times Square Advertising Coalition and Times Square Arts, which show artworks monthly on electronic billboards and newspaper kiosks.

"I'm interested in thinking of architecture as image," Mr. Canogar said in a telephone interview from his home in Madrid. "And Times Square is the ultimate place."

"We're all feeling isolated in our Internet bubble," he went on. "So I'm inviting the public to do something they wouldn't otherwise do, to get out of their comfort zones and crawl on the floor, which is something we've all done as children. How primal is that?"



Daniel Canogar. Storming Times Square, 2014. Artist rendering.