



EMI FONTANA'S "WOMEN IN THE CITY" KICKS OFF

by Spencer Cross

Thanks to Alissa Walker for tipping me off to "Women in the City," a viral art project beginning this week that was conceived and curated by Emi Fontana:

"Women in the City" is a viral public art exhibition spread throughout the streets of Los Angeles that will start in February 2008.

The work of four seminal women artists, who began to emerge on the international art scene at the beginning of the '80s within the feminist movement, will penetrate the urban and social geography of the city.

Jenny Holzer, Barbara Kruger, Louise Lawler and Cindy Sherman disseminate their work in various locations in on-the-road billboards, video screens, storefronts, a movie theater and even propagation through widely distributed stickers.

I think it would've been a little more "viral" if they hadn't provided schedules and Google maps for everything, but still an ambitious and interesting project. In addition to various billboards and projections around town, don't miss picking up tomorrow's *LA Weekly* as it will include stickers based on Jenny Holzer's *Survival Series*.