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Tall Tale

Hugo Boss celebrates its biggest U.S. flagship by commissioning a video-art installation several stories high

By: Todd Plummer

The Art Production Fund is used to producing public art installations on a big scale. This is a group, after all, that partnered with Rudolf Stingel to install wall-to-wall carpeting in Grand Central Terminal in 2004. But the unveiling of its latest project last night was on another level. APF's **Doreen Remen** and **Yvonne Force Villareal** brought together **Marco Brambilla** and Hugo Boss to celebrate Boss' newly renovated Columbus Circle flagship with the latest of his signature video installations, *Anthropocene*. Over the next week, three massive projection screens, suspended in the atrium of the Time Warner Center, will display the piece nightly.



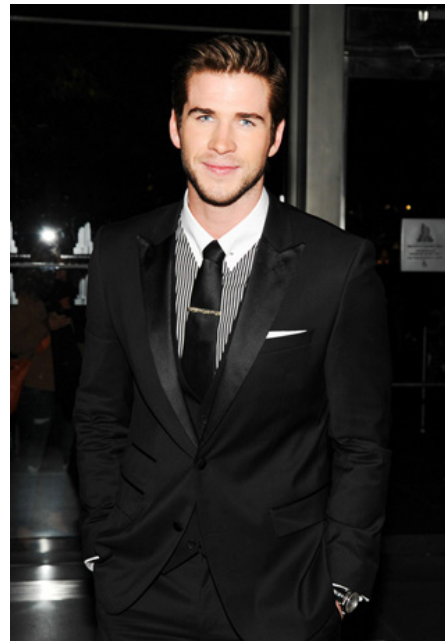
From L to R: Marco Brambilla and Mark Brashear; Doreen Remen, Casey Fremont Crowe, and Yvonne Force Villareal; Aaron Young, Waris Ahluwalia, and Marina Abramovic

Created with data gathered from geospatial scanning lasers, the film is a Technicolor acid trip of Central Park, with the buildings surrounding the park presented in solemn gray scale. Last night's vernissage even featured a live musical performance by a troupe of Juilliard musicians and a video introduction by Mayor Michael Bloomberg. Partygoers including **Liam Hemsworth**, **Josh Duhamel**, **Woody Allen**, and **Marina Abramovic** were ushered out of the third-floor exit of the store onto a balcony for a bird's-eye view of *Anthropocene*, but many grocery shoppers coming up the escalator from the subterranean Whole Foods were caught off guard by the presentation.

But maybe that's the idea? "We like big because it gets the message across to the public really well," explained Force Villareal. "Public art is about empowering people with new ideas." Brambilla told Style.com that his film was all about the tension between the natural and the man-made. "We wanted to erase the view you see through these windows and replace it with this surreal view of the park, replace it with the energy of New York."



From L to R: Woody Allen and Soon-Yi Previn; Kyle DeWoody ; Gillian Minter and Sylvester Minter



From L to R: Josh Duhamel and Alex Lundqvist; Liam Hemsworth; Mark Sanchez



From L to R: Brooke Geahan and Omar Hernandez; Katia Biassou and Ryan Neil Conklin; Keytt Lundqvist and Alex Lundqvist