



Eastern Connecticut State University

NEWS

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Coming Soon! Art Replaces Advertising.

Willimantic CT-- June Bisantz-Evans, digital art and design professor at Eastern Connecticut State University and recipient of a Connecticut Commission on Culture and Tourism Fellowship for the second time, is preparing for her latest project, "Coming Soon! Art Replaces Advertising."

Art leaves the gallery and takes a leap onto the big screen in Bisantz-Evans' new public art project. She uses the power of the mass media to replace on-screen advertising with anticipation and desire. Casting herself as the main character, Bisantz-Evans translates universal dramatic themes into personal scenarios. Her three dramatic images of "High Stakes," "Hot Pursuit," and "Instant Success" will be presented in the style of vintage movie posters.

"High Stakes," is a scene of heroic confrontation, commenting on the challenges we strive to achieve our goals. "Hot Pursuit" is an intense love-on-the-run scene, while "Instant Success" is the optimistic emblem of anticipation and desire, the instant transformation of struggle and strife into success and happiness.

Bisantz-Evans is happy that "Coming Soon!" will be reaching a larger audience than any of her previous projects. "I'm thrilled at the prospect of seeing my work on movie

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theatre screens,” she says. “It’s a way of participating in the cultural fantasy of becoming a media star!”

These colorful, dramatic images will be shown several times before feature films at the following selected movie theaters in Connecticut from April 28-June 8.

Crown Theatres Art @ Cinema City- 235 Brainard Rd. Hartford

Showcase Cinemas Buckland Hills- 99 Redstone Rd. Manchester

Madison Art Cinemas- 761 Boston Post Road/Main St.

Crown Royale- 542 West Ave. Norwalk

Bethel Cinema- 269 Greenwood Ave. Bethel

Crown Majestic Theatre- 118 Summer St. Stamford

Crown Plaza- 2 Railroad Ave. Greenwich

Bisantz-Evans can be reached directly at ArtReplacesAdvertising.com, where viewers can respond to the project by submitting questions, comments or suggestions for further public statement.

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Eastern Connecticut State University is part of the Connecticut State University (CSU) system and is the state’s public liberal arts university. ECSU serves more than 5,000 students each year on its Willimantic campus.