

FOR IMMEDIATE RELEASE
AUGUST 23, 2010



VISUAL ARTIST AMIR BARADARAN INFILTRATES NYC TAXIS

NEW YORK CITY – From September 9 through September 15, visual artist Amir Baradaran will debut *TRANSIENT*, a series of 40-second video installations infiltrating NYC taxicabs for one week.

TRANSIENT is intended as an ephemeral gift, foregrounding the possibilities of liminal states. Baradaran seeks to capture, challenge and transform the everyday modalities of NYC cab rides by interrupting Taxi TV's regular programming flow in 6,300 taxicabs, to be viewed by approximately 1.5 million passengers. Using the technology against itself, *TRANSIENT* solicits focus in a space marked by dispersed attention and invisible human boundaries. Comprised of shots of a driver's steady gaze in the rear-view mirror or through the grainy, often-stained plexiglass partitions, the incisive videos take the experiential disjuncture between the driver and passenger as their point of departure. "It was not my intention to make a humanist statement," says Baradaran, "but rather to create a space of introspection."

The yellow taxicab presents a striking paradox: the car itself is one of the most visible icons of NYC, while its drivers, many of whom are minorities, seem invisible. Recent media reports have inundated commuters with articles portraying taxicab drivers as an 'other' class, erroneously intimating that some three quarters of all drivers actively prey on their fare. Even though these reports have since been reassessed and somewhat retracted, they have created a climate of distrust. Baradaran's reactive installations emerged from this context.

About Amir Baradaran

New York-based visual artist Amir Baradaran (b. 1977) was born in Tehran and raised in Montreal. Baradaran's artistic practice is marked by a recurring exploration of the cross-section of race and gender. Baradaran's previous work, *The Other Artist Is Present* (2010), a guerrilla performance in four acts at The Museum of Modern Art, honored, questioned and ultimately departed from its inspiration, Marina Abramovic's *The Artist Is Present* (2010).

About AME Projects

Founded by Nazy Nazhand, AME Projects is an on-going program dedicated to promoting contemporary visual artists exploring the subtle dynamics of race, identity and nationality.

For EPK & hi-res images, see <http://www.amirbaradaran.com/transient>. For press inquiries, contact jackie@amirbaradaran.com. For artist inquiries, please contact nazy.nazhand@artmiddleeastfair.com.

####