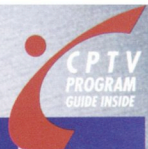


Real Estate Bargains? Come See What We Found  
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# CONNECTICUT

connecticutmag.com

MAGAZINE

COMING SOON!!  
Starring June Bisantz  
**INSTANT SUCCESS!**  
ArtReplacesAdvertising.com

## THE MEDIUM IS THE MESSAGE

*Coming Soon! Art Replaces Advertising*, a public art project by June Bisantz, hits the big screen in selected cinemas across Connecticut, April 28 through June 8. The playful images replace on-screen advertisements. For a location near you, see *Art*.

## Art

**Art on Movie Theater Screens**, Crown Theaters Art at Cinema City, Hartford; Showcase Cinemas Buckland Hills, Manchester; Madison Art Cinemas, Madison; Bethel Cinema, Bethel; Crown Royale, Norwalk; Crown Majestic Theater, Stamford; Crown Plaza, Greenwich, (860) 423-4443 (ArtReplacesAdvertising.com) • April 28 thru June 8: *Coming Soon! Art Replaces Advertising*, a public art project by June Bisantz, in which art images replace on-screen advertising.

**The Aldrich Museum of Contemporary Art**, 258 Main St., Ridgefield, (203) 438-4519 (aldrichart.org). Tues. thru Sun. noon-5. Admission \$7; seniors & students \$5, Tues. free. "First Thursdays Cocktail Hour" \$10-\$20 • Thru May 14: Catherine Opie: *1999 and In*

*and Around Home* • Thru May 30: John Giglio: *BlowHomes* • Thru June 18: Works by Jennifer Zackin • Thru Aug. 31: Mary Temple: *Extended Afternoon*.

**Artspace**, 50 Orange St., New Haven, (203) 772-2709 (artspace.org). View auction items on Web site starting April 1 • April 22, 5-8: *Art Auction*, contemporary art by more than 80 artists.

**Brookfield Craft Center**, 286 Whisconier Rd., Brookfield, (203) 775-4526 (brookfieldcraftcenter.org). Mon. thru Sat. 10-5, Sun. noon-5 • April 9 thru May 21: *Passing the Torch: Contemporary Art Glass Lampwork*.

**Fenn Gallery of Contemporary Art**, 345 Main St., Woodbury, (203) 263-3449 (fenngallery.com). Thurs. thru Sun. 11-5 • April 6 thru May 14: *Places*

# The News-Times

NewsTimesLIVE.com

APRIL 21, 2006

FRIDAY

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## ▷ Bethel Cinema to exhibit screen art

By Donna Christopher

NEWS-TIMES CORRESPONDENT

Gone are the live-action commercials at Bethel Cinema. Still slides with advertisements of local businesses now cycle on the screen before a movie. And soon, mixed in with the ads that are displayed when the lights are still on, will be images by a Willimantic based digital artist, June Bisantz, in a public art exhibit titled "Coming Soon!!"

The exhibit, which will run from April 28 to June 8, is funded by two grants, from Connecticut State University and Connecticut Commission on Culture and Tourism. It will appear in seven movie theaters in Connecticut.

It is about "anticipation and desire," explained Bisantz, 57, a digital art and design teacher at Eastern Connecticut State University.

Her artwork has appeared in over 40 solo and group exhibitions from Soho to galleries and other venues in Connecticut, including at The University of Connecticut and the Discovery Museum in Bridgeport.

But in 1999, with grant funding, Bisantz moved her work to the public realm by making use of billboards and buses, mostly in the greater Hartford area. Her largest exhibition appeared on 25 billboards and 17 buses in towns and cities across the state from Willimantic, through Hartford and in to North Adams, Mass.

The upcoming exhibit is a way for the artist to reach a larger audience and make use of movie screen advertising space to make a "personal connection" with many more people, she said.

Its title refers to an "anticipation of exciting things to come and the power of creative action to connect us to our own personal journeys", according to an

▶ BETHEL, PAGE B3



Willimantic artist June Bisantz appears in two images from her exhibit, "Coming Soon!!" which will appear at Bethel Cinema and seven other Connecticut movie theaters this spring.

### Continued from Page B1

explanation on her Web site, ArtReplacesAdvertising.com.

Three images are part of the exhibit, all in a style of vintage movie posters, each casting Bisantz as the central character.

They are vignettes that represent several themes, "high stakes, adventure and reward" and a reminder to the artist and others to "connect with our own lives," she said in an interview.

Bisantz's work blends art, performance and media advertising, she said, a way for her to become part of her own "cultural fantasy and become a media star," but also to impart a "creative connection" with the mass media, to others.

"Hopefully, it's for enjoyment, also self-empowerment," she said. "The focus is on the fact that as we admire the heroic stories we see on the big screen, it's to

remind ourselves we're the hero of our own drama."

The image "High Stakes," which has the artist dressed as a Mexican cowboy and holding two smoking guns, is a scene of "heroic confrontation," she said.

"The stakes are high in the choices we make in our lives," she said. "It's the old saying: You need to pay attention. You need to be doing something you are passionate about. For example, if we choose the wrong career the stakes are high."

The other images are "Hot Pursuit," a scene of romance and adventure, that casts Bisantz as a 1940s movie heroine and also casts her real-life fiancé, Harrison Judd, a photographer and artist.

Another image of Bisantz, looking glamorous but wearing a white captain's cap, reminiscent of the Andrews sisters in old feel-good war films, depicts "anticipation and desire" she said.

"It adds cultural richness to our community," said Bethel Cinema owner Pam Karpen of the upcoming exhibit.

"When we first took over the theater (in January) we eliminated live action commercials and just kept the slide advertising of local businesses," Karpen said. "It's fabulous because we are an art house and this plays to our local audiences."

Bisantz has a masters of fine arts in painting from Claremont Graduate University in California. She has lived and worked in Boston, Los Angeles and New York City. Her work as a commercial artist and illustrator has appeared in Esquire and Vanity Fair magazines and her paintings, collages and multimedia pieces have been shown in galleries and museums nationally and internationally, including The Copley Society of Art in Boston, the Kohn Turner Gallery in Los Angeles and Gallerie Alexi in Budapest. She moved to Connecticut in 1990.

**MovieArt**

# Selling Herself On Screen

**With her cinema series project, public artist June Bisantz turns the focus on herself (and us)**

By LuAnne Roy

**Art Replaces Advertising**

Runs through June 8 (all shows in all theaters) at Crown Plaza, 2 Railroad Ave., Greenwich, (203) 869-4030; Crown Majestic Theater, 118 Summer St., Stamford, (203) 323-1690; Crown Royale, 542 Westport Ave., Norwalk, (203) 846-8797. Runs through June 22 at Bethel Cinema, 269 Greenwood Ave., Bethel, (203) 778-2100.

**T**he time for the screening of *The American Haunting* at Norwalk's Crown Royale Theatre was 8 p.m. But when I looked at my watch as the opening credits started, I noted that it was 8:16. That meant the audience had to endure 16 minutes of ads and previews.

The first was a familiar TV commercial for American Express starring Kate Winslet, another was one of those Mazda "zoom, zoom, zoom" ads that depict a car speeding around curves on a treacherous mountain road. Seen that a million times before. Others promoted cable TV with coming attractions for specials on The Discovery Channel and The Learning Channel. Then there were several movie previews, followed by a long parade of public service announcements by the theater—one for the concession stand, others warning about talking, smoking and cell phones. And before that, while the lights were still up, a projector ran through a series of slides promoting local businesses. And, of course there were the typical "Scramblers" that let you idle away the time unscrambling famous actors' names. Ho-hum.

But every so often, amidst the commercial ads, a color-

**“It's not about stars like Angelina Jolie and Jennifer Aniston. It's about us.”**

ful slide would appear to break the monotony of the intrusive propaganda, an image that resembled a vintage movie poster. Three different ones circulated with the "regular" ads, each with the bold title "Coming Soon!" emblazoned across the top left corner. What movie-goers may not have realized is that these images were not plugging real movies or endorsing any products. They were the subversive work of public art queen June Bisantz.

People in the greater Hartford area may be more familiar with her public art attacks. One of her earlier projects involved displaying artwork on the sides of city buses,

while another utilized billboards in northern Connecticut (the artist resides in Willimantic) and up through the Berkshires to North Adams, Mass.

Bisantz, who began as a painter, says she started her public art campaign in 1999 because she wanted to make art more accessible.

"We need a certain amount of art in our lives to be

Bisantz says public art also allows her to connect with the public, and break the cycle of corporate tedium that's overtaken our lives. By putting art in the same places as advertising, and making it appear almost as if it is an advertisement itself, it begs people to ask, "What does that mean?"

In the cinema art series, she wants to encourage people to redirect the focus on themselves, to imagine themselves as stars of their own lives. Even though her images are each only shown for 10 seconds, she feels it's enough to get people to think.

As world events spin out of control, Bisantz says the public retreats to a fascination with the lives of celebrities.

"Our lives are far more interesting," she asserts. "After all, they're our lives!"

In all of her cinema series pieces, Bisantz is the star. Each mock ad reflects a momentous occasion in her life or an emotional state she's experienced. She tells her story through classical motifs celebrating popular movie genres of the '40s, each one representing a universally-recognized scenario that's meant to translate into a personal message.

In one titled "High Stakes," she parodies the classic Western, portraying a Mexican bandit with a

sombrero on her head, a bandana over her face, and wielding two smoking guns pointed at the audience. The underlying theme involves facing confrontation and taking risks. One of her more recently conceived images, called "Hot Pursuit," resembles the cover of a romance novel, with Bisantz crouching in the shadow of the moonlight, the swooning heroine, gazing up at a handsome man. He's actually a photographer named Harrison Judd, Bisantz' fiancé. "It's autobiographical," remarks Bisantz, laughing. "[It's] the high romance adventure of me and my fiancé... it's my way of introducing Harrison."

Just as Bisantz portrays herself as the heroine, she hopes people will reflect on their own life dramas. The movie poster images are "meant to encourage people."

As she says, "It's not about stars like Angelina Jolie and Jennifer Aniston. It's about us. Movie theater "machines" play down the individual, while building up those with wealth and stardom. "This is a humorous comment," she says of her cinema art, hinting that a little self-parody may be just what the rest of us need.



Artist June Bisantz plays the swooning heroine in one of her 10-minute mock movie ads.

happy," she says. "It's not just for the privileged few... we shouldn't have to travel across the world [or to New York City] to see it."

As an artist, she says she was also tired of playing the competitive gallery exhibition game.

"I refuse to be relegated to a museum," she asserts, adding, "I want a direct route... I don't want to wait for a curator to like my work."

And Bisantz likes the idea of seeing art in places where it's unexpected. Especially in spaces usually designated for advertising.

"It opens people's minds," she says. Art provides a thought-provoking background to everyday industrial images and noise pollution. "It's my drop in the bucket."



## A Show Before The Show

By SUSAN DUNNE  
COURANT STAFF WRITER

June Bisantz, a Willimantic graphic artist, has been creating works and exhibiting them for seven years. Now she's getting ready for her biggest audience yet: an average of 41,000 people a week.

Even better: The audience is captive.

Beginning today and running through June 8, three artworks by Bisantz will be shown on the screen before movies at seven cinemas throughout the state. They will be part of the standard advertising reel that precedes most film screenings.

"I'm very excited because I know my work will be seen by lots and lots of people," says Bisantz, who teaches digital art and design at Eastern Connecticut State University, also in Willimantic. "That many people don't go to galleries to see shows, that's for sure."

She hopes her innovative exhibition method will strike a chord with film audiences, who,

**GO TO D10**

## Reel Space As Artistic Real Space

FROM PAGE D1

polls increasingly show, are tired of seeing ads on the screen before movies.

"I think we need a break from advertising. We are constantly bombarded with a call to commercial action. That's tiring," she says. "I like to offer an alternative in the midst of it all."

Ironically, her artworks, all of which feature her own picture at the center of an old-style movie poster, can be perceived as advertisements for herself. She doesn't deny it.

"That's true, but still and all, there is nothing to buy," she says. "I am introducing myself."

Bisantz has placed her art in advertising spaces before: She has appeared on the sides of buses throughout the state, on billboards as far north as North Adams, Mass., and even in the text crawl on the Weather Channel.

The three posters — "Instant Success," "High Stakes" and "Hot Pursuit," with the series collectively titled "Coming Soon!" — are bright, simple and visually arresting, each paying homage to a distinct movie genre.

"Hot Pursuit," a "romance," also features her fiancé Harrison Judd, the photographer who takes her pictures for the posters.

"Quite frankly, I'm starring in my own drama, and he is starring in it, too," she says. "Everybody should do that, connect to the importance of their own work and their own life."

The simplicity of Bisantz's work was what first impressed Alan Surprenant, a senior account executive with Screenvision in Rochester, N.Y., the nation's largest company that sells advertising space on movie screens.

He was more than happy to



"INSTANT SUCCESS," top, and "High Stakes," left, by graphic artist June Bisantz.

slip in her works among ads for restaurants, car dealerships and local colleges.

"They're the best slides I've ever seen for a theatrical project. I like the old-world taste of them," Surprenant says. "They look like something from the '30s or '40s."

"One thing June understands that a lot of our clients don't is that simplicity works," he says. "People put a lot of info on the screen, and that tends to take away from the slide itself."

Despite his affinity for Bisantz's work, his welcome stance was not a gift: Bisantz is paying the same rate as all on-screen advertisers pay, which neither Surprenant nor Bisantz would specify. For the price, she is guaranteed three viewings of at least 10 seconds for each artwork per screen before each film showing.

Considering she is showing in Art@Cinema City in Hartford, Showcase Cinemas Buckland Hills, Madison Art Cinemas, the Crown Royale in Norwalk, the Crown Majestic Theater in Stamford, the Crown Plaza in Greenwich and the Bethel Cinema, that's a lot of screen time, 4,500 showings a week.

Bisantz loves the inclusiveness of the venues. People from all walks of life go to the movies, and that is the audience she wants.

"The audience for my art is everywhere. The art is easy to get," she says. "You don't have to have an art background to understand what I'm doing."

Tamara Dimitri of the Connecticut Commission on Culture and Tourism, which gave Bisantz \$2,500 in fellowship money to pay for the public exhibition — Bisantz also got an unspecified amount of money from the Connecticut State University Research Grant to make up the difference — says jurors liked Bisantz's spirit.

"She has so much energy. She has that drive to really get her work out in the public space," Dimitri says. "They felt she deserved this grant because she would really go places with it and continue her work."

Bisantz is indeed energetic and enthusiastic when talking about her project, and welcomes input from the public at ArtReplacesAdvertising.com.

"I'm sharing my life with people and making a personal statement in the midst of a commercial venue. It humanizes the experience," she says.

"I think we maybe are in a time when everything is too commercial. The personal is empowering."

Contact Susan Dunne at [sdunne@courant.com](mailto:sdunne@courant.com)

# HARTFORD Advocate

Vol. 33, Issue 18

hartfordadvocate.com

April 27 - May 3, 2006



## New This Week

**Art at Cinema City:** 235 Brainard Road, Hartford, (860) 549-0030, [www.artreplacesadvertising.com](http://www.artreplacesadvertising.com). *Coming Soon! Art Replaces*

*Advertising!*, a new public art project by June Bisantz in which art images replace on screen advertising with a message worthy of a major motion picture. Images will be displayed at various cinema's across the state. April 28-June 8.

A graphic advertisement for 'Art Replaces Advertising' featuring a yellow background. On the left, the text 'COMING SOON!!' is written in a large, black, slanted font. Below it, 'Starring June Bisantz' is written in a smaller, black, cursive font. The main text 'INSTANT SUCCESS!' is in large, bold, red, 3D-style letters. On the right, there is a circular inset image of June Bisantz wearing a blue pilot's cap with a gold star and a white microphone, smiling. Below the image, the website 'ArtReplacesAdvertising.com' is written in black.

## Screen Time

**C**oming Soon! Art Replaces Advertising, is a new public art project by artist June Bisantz in which art images have replaced on-screen advertising with a directed message worthy of a major motion picture. Colorful, humorous and dramatic, Bisantz's images translate universally recognized scenarios, and by casting herself as the main character, they in turn convey a personal message from the artist related to topics such as love, conflict, prosperity and devotion. Participating cinemas include Art @ Cinema City in Hartford, Madison Art Cinemas, Bethel Cinema, Crown Majestic Theater in Stamford and many more. The art will appear on all screens before all movies, April 28-June 8.

**April 28-June 8**

— AB

# GREENWICH POST

*Serving the town of Greenwich, Connecticut*

Greenwich Post • Thursday, April 6, 2006 • 7C

## Theaters are home to new art program

Art leaves the gallery and leaps onto the silver screen in "Coming Soon! Art Replaces Advertising!!" a new public art project by June Bisantz, in which art images will replace on-screen advertising with a message she believes is worthy of a major motion picture. The images will be shown several times before all feature films

at the Crown Plaza on Railroad Avenue from Friday, April 28, to Thursday, June 8.

The exhibit is about anticipation and desire, familiar themes used in advertising, but nothing is being sold. Instead, Ms. Bisantz will attempt to use the familiar cinema advertising phrase "Coming Soon!" to connect viewers to their own dreams

and desires.

"We are all drawn to larger-than-life tales of human drama told over and over in different ways," Ms. Bisantz said. "We are captivated because it is our own story, the story of each individual. I want to make these heroic, universal tales personal and remind myself and others to connect to the excitement and drama of our own lives."

Ms. Bisantz uses media adver-

tising to balance the commercial pressure of daily experience with a moment of creative connection and personal empowerment.

"In this project as in all my work, I share my thoughts with the public, and invite them to contact me and take part in the conversation," she said.

Visit [www.artreplacesadvertising.com](http://www.artreplacesadvertising.com) and respond to the project by submitting questions or comments. *Kristan Zimmer*



"Instant Success" by June Bisantz. On-screen image from Coming Soon! Art Replaces Advertising!!

Big picture • Local focus

# Journal Inquirer

www.JournalInquirer.com

Friday, April 21, 2006

50¢

## Art takes over coming attractions

By Richard Tambling

Journal Inquirer

The next time you visit a movie theater, you may see a “coming attraction” clip that’s a surprise.

Because it will be about June Bisantz-Evans.

Or, maybe, it will be about you.

Or, perhaps, it will be about a whole lot of things, because that’s the way that art is.

Bisantz-Evans, who also goes by the name Bisantz, teaches digital art and design at Eastern Connecticut State University, and her latest project is Coming Soon! Art Replaces Advertising!



It takes art out of the gallery and plasters it across the silver screen at seven movie theaters across the state.

Her art images will replace on-screen advertising “with a message worthy of a major motion picture.”

Her work will be shown several times before all feature films at the participating movie theaters from April 28 through June 8.

Bisantz takes fairly common movie scenarios of the past and injects herself into them.

She shows us dramatic yet playful vignettes titled “High Stakes,” “Hot Pursuit,” and “Instant Success,” with her as the star.

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

In “High Stakes,” she wears Mexican cowboy gear, complete with smoking guns, in a scene of heroic confrontation. It is, she says, a comment on the challenges we all face as we pursue our goals.

“Hot Pursuit” portrays a love-on-the-run scenario, and features Bisantz as a 1940s heroine, with a cameo by her husband and photographer, Harrison Judd.

In “Instant Success,” the joyful and jaunty Bisantz experiences instantaneous success and happiness.

Bisantz jokes that this public art project gave her the chance to engage in the common fantasy “of becoming a media star!”

But her real motive was to use the power of the movie media to “establish a moment of personal connection with a large public audience.”



Bisantz says that we’re all drawn to the larger-than-life tales on the movie screen in slightly different ways, “because it is our own story — the story of each individ-

ual.

“I wanted to make these heroic, universal tales personal — and remind myself and others to connect to the excitement and drama of our own lives.”

Bisantz is a musician as well as an artist. Her work as a commercial artist and illustrator has appeared in Esquire and Vanity Fair magazines, and her paintings, collages, and multimedia pieces have been shown in galleries and museums nationally and internationally.

She has lived in Connecticut since 1990, and since 1999 she has been the recipient of grant funding to support her public work on billboards and buses, part of an ongoing public project to take art out of the gallery and into the public realm.

These are the local theaters where Coming Soon! Art Replaces Advertising! will be shown:

- Crown Theaters Art@Cinema City, 235 Brainard Road, Hartford (860) 549-0030.
- Showcase Cinemas at Buckland Hills, 99 Redstone Road, Manchester (860) 646-9800.



**AD CAMPAIGN**  
WILLIMANTIC ARTIST SWAPS  
ADVERTISEMENTS FOR ART. **D1**

**TRIMMING ROSTER**  
CONNECTICUT SUN MAKE FIRST  
TRAINING CAMP CUTS. **C1**



# Norwich Bulletin

Serving Eastern Connecticut since 1791

Volume 146 Issue 118 A Gannett newspaper

★FRIDAY, APRIL 28, 2006★

NorwichBulletin.com 50 cents/Newsstand

**COMING SOON!!**  
Starring  
June Bisantz  
**INSTANT SUCCESS!**  
ArtReplacesAdvertising.com

Willimantic artist June Bisantz uses photographs taken of her by her fiancé to incorporate into retro advertisements to bring more art into the lives of those who don't consider themselves "gallery-goers."

## Artist offers alternative to ads

June Bisantz's public work is 'Coming Soon' to movie screens

By **AMY LAWSON**  
Norwich Bulletin

Chances are, you've seen June Bisantz's artwork.

Her pieces have appeared all across New England — on billboards, buses and coming soon to a theater near you.

"I used to show in galleries, and that's fine, but I started yearning for a larger audience," Bisantz said. "I have a lot of friends who aren't gallery-goers, but they're capable of understanding art and appreciating art. I came up with this idea, it amused me and I pursued it."

After 20 years of gallery shows, Bisantz, a professor of visual arts at Eastern Connecticut State University, decided to take her work and bring it to the masses. She began with a project called "Drive By Museum" that included her work — and her face — posted on four consecutive billboards in both Columbia and Hartford.

After receiving good response from the public, Bisantz took her show on the road — literally. She worked with the Connecticut Transit system to have her artwork displayed on the side of buses in the space normally reserved for advertisements.

"It offers an alternative to the advertisements and lets me put a personal statement in a public space," Bisantz said.

Her most recent project, "Coming Soon," in partnership with local movie theaters, will put her art on display for an even wider audience.

Slides of her work, based on vintage advertisements, will appear within a rotation of ads before the beginning of a movie. The pieces will show in the pre-movie presentations of seven theaters beginning today and running through June 8.



Bisantz

"We have a different audience than what other theaters have, so other types of people will be seeing her pieces than would in a mainstream movie theater," said Arnold Gorlick, owner of the Madison Art Cinemas in Madison. "Our audience is typically older, more mature and heavily involved in the arts."

The Madison theater also typically showcases the work of one artist each month.

"Her work will be on the screen at least three times before the beginning of the movie."

Bisantz said her students at Eastern love her work, and friends and family encourage and support her. Her fiancé, Harrison Judd, takes the photos photo of Bisantz posing, and Bisantz then digitally combines the photo with an already-constructed background and setting. For example, in "High Stakes," she appears in full Mexican-style uniform, complete with smoking guns, but only her eyes are visible.

"People are generally taken by the fact that it's not your usual ad," Bisantz said from her home in Willimantic. "Some will tell me it's funny, and I like that. I'm glad. I want it to be light-hearted and a good thing that happens in your day. I just wanted to show my work in public, and say 'howdy.'"

The arts division of the state's Commission on Culture and Tourism maintains a slideshow of area artists working to have their art appear in public places. Along with dozens of other prominent local artists, Bisantz's work will be visible through the commission's Web site later this



This billboard created by Bisantz was posted in Cheshire, Mass., in 2004.

year as part of a project to recognize the significance of public art.

Tamara Dimitri, a specialist with the division's Art in Public Spaces program, said the aim of the project is to expose residents who probably don't take regular trips to galleries.

"It's not the kind of thing you stumble on: it's something that finds you," Dimitri said. "It's accessible to anyone, and people may not even know they saw 'art,' but little by little, it educates the public about artwork."

Dimitri also said public art helps to foster more arts-based communities.

Bisantz said her next goal is to take "Coming Soon" to movie screens regionally and nationally. Currently, some public buses in Massachusetts sport her artwork.

Her next long-term project involves creating altered traffic signs in a parking lot on Orange Street in New Haven. In "The Lot," the public is encouraged to take advantage of the empty space. Instead of "No parking" or "Loading zone," Bisantz said the signs would read "Celebrate," "Rest," or "Meet here."



Another piece of art is posted to the side of a Connecticut Transit bus seen here in Hartford.

### IF YOU GO

- **What:** June Bisantz art on display.
- **When:** Today through June 8.
- **Where:** At the following theaters:
  - **Madison Art Cinemas**, 761 Boston Post Rd./Main St., Madison. (203) 245-3456.
  - **Crown Theaters Art at Cinema City**, 235 Brainard Rd., Hartford. 549-0030.
  - **Showcase Cinemas Buckland Hills**, 99 Redstone Road, Manchester. 646-9800.
- **Bethel Cinema**, 269 Greenwood Ave., Bethel. (203) 778-2100.
- **Crown Royale**, 542 Westport Ave., Norwalk. (203) 846-8797.
- **Crown Majestic Theater**, 118 Summer St., Stamford. (203) 323-1690.
- **Greenwich Crown Plaza**, 2 Railroad Ave., Greenwich. (203) 869-4030.

### ON THE WEB

- **June Bisantz's** official Web site, [www.junebisantzevans.com](http://www.junebisantzevans.com)

Reach Amy Lawson at 425-4235 or [alawson@norwichbulletin.com](mailto:alawson@norwichbulletin.com)



# The Bethel Beacon

BETHEL'S HOMETOWN NEWSPAPER

700 WEEKLY READERS

FRIDAY, APRIL 21, 2006

75 CENTS

2 April 21, 2006 The Bethel Beacon

## Art to be shown off at movie theaters

BY B.J. O'BRIEN  
Staff Reporter

The next time you go to the movies, the film might not be the only thing that catches your attention.

Thanks to June Bisantz, a Willimantic artist, audiences in seven theaters throughout the state will have something entertaining to look at before the film even starts.

Ms. Bisantz will soon present "Coming Soon! Art Replaces Advertising!" at Bethel Cinema, Crown Majestic Theatre in Stamford, Crown Plaza in Greenwich, Crown Royale in Norwalk, Madison Art Cinemas in Madison, Crown Theaters Art at Cinema City in Hartford and Showcase Cinemas Buckland Hills in Manchester.

The art will start being shown April 28.

This recent project is an extension of something Ms. Bisantz started in 1999, when she put her art images on places where advertisements are usually put, such as billboards and the sides of buses. This was done in an effort to make art more accessible to people by bringing it out of the gallery and into the public.

"Each time I do a project, I expand on it a little," Ms. Bisantz said.

"Coming Soon! Art Replaces Advertising" includes three digital images that were done by Ms. Bisantz.

"They're a little series," she noted. "They're somewhat movie-based."

Each image tries to connect to people's dreams and desires and includes the familiar movie phrase "Coming soon!"

Ms. Bisantz casted herself as the main character in each of them.

Each image is based on things that everybody goes through in life.

One is titled "High Stakes,"



in which Ms. Bisantz is pictured in Spanish cowboy clothes with guns pointed and smoking. It depicts how people face confrontations in their lives.

Another, called "Hot Pursuit," depicts a love-on-the-run scene that includes romance and adventure. The image shows Ms. Bisantz, as a 1940s-era heroine, and her fiancé, Brookfield native Harrison Judd.

"Instant Success" shows a joyful Ms. Bisantz in a hat. It depicts what a person feels like after dealing with struggle and coming out on top in the end.

"They refer to heroic, dramatic acts," Ms. Bisantz said of the images, which spread the message that "We are all heroes in our own drama."

"It's all about anticipation and desire and personal fulfillment and heroic action," she added.

Ms. Bisantz, who teaches digital art and design at Eastern Connecticut State University, was a painter before getting into digital work.

"I do think about painting again," she said, adding, however, that she very much enjoys



Contributed photographs

June Bisantz and her fiancé, Harrison Judd, pictured at left, are featured in the theater art piece above, one of several that will be shown in several movie houses, including the Bethel Cinema.

digital work and sees herself staying with it.

"It's very much like painting," said Ms. Bisantz.

Ms. Bisantz is excited about "Coming Soon! Art Replaces Advertising".

"I think it's just going to be amazing," she said. "I think it's going to give people something to smile about."

Ms. Bisantz said that, by putting her work on the screens of these seven theaters, about 40,000 people would see her work each week until the event ends June 8.

This fits right in line with her goal of bringing artwork out of the gallery and into daily life where more people can enjoy it.

Ms. Bisantz plans on going to Crown Theaters at Cinema City in Hartford for the first night and intends to visit all of the theaters during the event.

She is looking forward to coming to Bethel.

"The Bethel theater is just the most wonderful little theater," said Ms. Bisantz.

People can see the images at [www.artreplacesadvertising.com](http://www.artreplacesadvertising.com). It is there that they can also send the artist an e-mail letting

her know what they thought of her work.

"I love hearing from them," Ms. Bisantz said, pointing out that most of the e-mails she gets come from people who like her work.

She added that people also tell her about her work affected them. Hearing from them also helps give her ideas about future endeavors.

Although it's not quite the same, Ms. Bisantz is currently working on a project that will be unveiled in New Haven in the fall.

While "Coming Soon! Art Replaces Advertising" involves movie screens, her upcoming work will feature the use of street signs.

Although their shapes and colors will remain the same, Ms. Bisantz will put different wording on them that will tell people to do things such as relax, read and celebrate.

No matter if street signs or movie screens are her canvas, it's clear that Ms. Bisantz enjoys making her art more accessible to the public.

"I have so much fun with my work," she said.

# preVIEW CONNECTICUT

may 2006

on view

## FabFour May 1 - June 15

### Art through june 8



Using the power of mass media, artist June Bisantz has taken her work out of the traditional realm of the gallery and will project it onto the silver screen at movie houses across the state. *Coming Soon! Art Replaces Advertising* is a new public art project in which art images replace onscreen advertising with directed messages that are colorful, humorous and dramatic. Casting herself as the main character, Bisantz conveys personal messages about love, conflict, prosperity and devotion. Participating cinemas include Art @ Cinema City in Hartford, Madison Art Cinemas, Bethel Cinema, Crown Majestic Theater in Stamford and others. The art will appear before feature films through June 8.

JUNE BISANTZ, "HIGH STAKES"

### may 19 & 21 Stage

*Whoosh!*, the Wadsworth Atheneum's new multimedia theatrical fantasy is the brainchild of several of Hartford's creative community figureheads. The story of a young boy named Audie, fresh from his evening bath, *Whoosh!* follows his adventures as he slips into a magical slumber and is transported on a whimsical and imaginative journey. Using larger-than-life puppets and props, an original sound score, film projections, animation and real-time movement, this richly imagistic and hilarious production is the follow up to the successful *Drop*. The Wadsworth Atheneum Museum of Art is at 600 Main St., Hartford. (860) 278-2670. [www.wadsworthatheneum.org](http://www.wadsworthatheneum.org). Fri., May 19 at 7:30 p.m., Sun., May 21 at 2 & 7 p.m. \$25-\$125. Opening night will include a post-performance champagne and dessert reception.



JOHN GROO PHOTO



### Furthermore may 20 & 21

Life imitates dart this month when some of the world's best arrow-throwers head to Mohegan Sun for a darts extravaganza like no other. Potentially one of the most financially lucrative competitions in the world, dart masters from both sides of the pond will compete for prizes ranging from \$100,000 to \$1 million in the 2006 World Series of Darts. Sixteen of the finest players Europe has to offer, including Phil "The Power" Taylor, Roland Scholten and Ronnie Baxter, and 16 Goliaths of the U.S. game come head to head for an old-fashioned shootout. Mohegan Sun is located at 1 Mohegan Blvd., Uncasville. (888) 226-7711. [www.mohegansun.com](http://www.mohegansun.com). Sat., May 20, noon-11 p.m., Sun., May 21, noon-10 p.m. \$10-\$20.

PHOTO COURTESY MOHEGAN SUN

### may 24 Music

Singer, songwriter, producer and activist, Lee "Scratch" Perry embodies all that is relevant and important in reggae music, using his talent to voice his political opinions, raise awareness about social issues in Jamaica and make resonating comments on the state of the world. Scratch's style is unique and his viewpoint is often obtuse, but his music is true, ever increasing his indelible "mark" on dub reggae after 70 years. Lee "Scratch" Perry gives Toad's Place another go-round with *Dub is a Weapon*, 300 York St., New Haven. (203) 624-TOAD. [www.toadsplace.com](http://www.toadsplace.com). May 24, 9:30 p.m. \$22.



BROOKES COMPANY PHOTO

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# Chronicle

Thursday, May 25, 2006

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## On exhibit and the silver screen

Now playing  
at a  
theater  
near you

By **TERESE KARMEL**  
Chronicle Features Editor

An Eastern Connecticut State University graphic arts professor has spent much of her career putting art in public spaces.

But with her latest project, June Bisantz has introduced her work to a whole new world of viewers: filmgoers.

Three of Bisantz's creations are now appearing in seven theaters throughout the state as art leaves the gallery and jumps onto the movie screen.

In these theaters, ranging in location from Manchester to Greenwich, Bisantz has bought advertising space to display the three images, which she based on vintage movie posters.

She got the idea when she saw a trailer at the movies that advised people to "advertise here." Normally these spots are purchased by soda or snack manufacturers but Bisantz, never at a loss for creative ideas, had another notion.

"When I saw it, a light bulb went off in my head and I said to myself, 'I want to be there,'" she said.

After a year of trying to track down the correct contact, she finally sold her idea and with the help of grants from the Connecticut State University system and the Connecticut Commission on Culture and Tourism got the project going.

She calls it "Coming Soon! Art Replaces Advertising!" "I just wanted to replace advertising space with a creative statement," she said. The powerful tool of advertising in a movie theater will help "balance the commercial pressure of our daily experience with a moment of creative connection and personal empowerment," she said. The images will be shown through June 8.

The project features three images of Bisantz presented in the style of vintage movie posters. They are all based on movie plots, she said, in which the heroes "attempt to make their universal cinematic journeys our personal, pri-



The three digital images created by June Bisantz are based on standard movie themes. They are now showing in seven movie theater complexes throughout the state.

vate journeys."

The technology was relatively easy, she said. "It was just a matter of making the image at the proper size and resolution and composing it for the movie venues." Each of the images stays on the screen eight seconds and cycles through three complete times.

The first image is called "High Stakes" and features Bisantz, with a pair of guns blazing, dressed in full Mexican regalia with a bandana covering her nose and mouth. She is wearing a sombrero and her gun belt is fully loaded. Bisantz said the purpose of the image is to "comment on the challenges we all face as we strive to achieve our goals."

Bisantz said besides reaching a larger audience, the project also allows her to participate "in the cultural fantasy of becoming a media star." Bisantz has a history of performance art.

A jazz musician, she has appeared with various groups at clubs throughout Connecticut and recently released "Let's Fall in Love," a CD of jazz ballads inspired by trumpeter Chet Baker.

The second image, "Hot Pursuit," features Bisantz as a 1940s heroine on her knees next to her real life husband, photographer Harrison Judd. The two of them are pictured in a vintage romantic tropical setting in front of a full moon. She said the image is intended to blend "high romance and desperate adventure."

The third image is called "Instant Success" and features Bisantz with flaming red hair in a serviceman's cap, at a jaunty angle on her head. The purpose of the image is to suggest "anticipation and desire — the instant transformation of struggle and strife into success and happiness."

The theaters that are running the images are Crown Theaters Art @ Cinema City, 235 Brainard Road, Hartford; Show-case Cinemas, Buckland Hills, Manchester; and Madison Art Cine-mas, Boston Post Road, Madison.

Also, Crown Royale, 542 Westport Ave., Norwalk; Bethel Cinema, 269 Greenwood Ave., Bethel; Crown Majestic Theater, 118 Summer St., Stamford; and Crown Plaza, 2 Railroad Ave., Greenwich.