



Felix Gonzalez-Torres: “Untitled”

October 21–December 16, 2013

The billboard is a vernacular format that the Cuban-born American artist Felix Gonzalez-Torres (1957–1996) repurposed in an effort to engage diverse audiences and expand the public function of art.

“I need the public to complete the work,” he stated, “to become part of my work, to join in.” This fall, the Museum has installed one of Gonzalez-Torres’s billboards in twelve locations around the greater Princeton area, including the plaza just outside its front door.

Created at the height of the AIDS crisis, the billboards feature a haunting image of an unmade bed, empty but for the indentations left by two absent bodies. The meaning is dependent upon the viewer’s own memories or expectations of happiness and frustration, loss and desire. Any and all possibilities are conceivable. By using an advertising convention—the billboard—to encourage a viewer’s public reckoning with his or her own private experience, the artist seeks to disrupt the already precarious boundaries between the public and private realms.

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Billboard Locations - Click on an address to see location on Google Maps

- 1 Princeton University Art Museum
- 2 Townsend St, east of French St, facing east
- 3 Rt. 27, ¾ mi. north of Promenade Blvd, facing north
- 4 Rt. 33, ¾ mi. east of Rt. 130, facing west
- 5 N. Olden Ave, west of Rt. 31 (Pennington Rd), facing south
- 6 Whitehead Rd at 3rd Ave, facing west
- 7 Nottingham Way at Greenwood Ave, facing west
- 8 Chambers St at Ashmore Ave, facing north
- 9 Rt. 29 at Wilburtha Rd, facing south
- 10 17 Spring St, east of Fowler St, facing west
- 11 Bridge St, west of Ferry St, facing east
- 12 Rt. 129, south of Cass St, facing south

