



## Rafaël Rozendaal's Kissing Silhouettes Coming to Times Square in February

by Visual Arts News Desk

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Artist Rafaël Rozendaal's gorgeous, color changing silhouette of two faces kissing each other, *Much Better Than This*, will be shown on Times Square's electronic billboards from 11:57 pm to midnight each night in February. This project is a part of *Midnight Moment*, a monthly presentation by The Times Square Advertising Coalition (TSAC) and Times Square Arts.

Rozendaal's moving image exists online at [www.muchbetterthanthis.com](http://www.muchbetterthanthis.com) and has been viewed by tens of millions of people around the world. The work is privately owned by art collector Almar van der Krogt, but will always remain publicly accessible on the web. A work that immediately resonates during the Valentine's Day season, *Much Better Than This* uses simple, powerful imagery to connect with viewers regardless of background, nationality, interests, or education.

Tim Tompkins, President of the Times Square Alliance, said, "Everything from the annual Valentine Heart on Duffy Square to weddings, proposals and vow renewals can be found on the Broadway plazas this February. Rafaël Rozendaal's stunning piece will be a beautiful kiss to mark a month celebrating Love in Times Square."

Sherry Dobbin, Times Square Arts Director, said, "Rafaël has distilled hundreds of images of individuals kissing into one symbolic, color-blocking pair that will dominate the atmosphere of Times Square."

"We're excited to present the perfect piece for February's *Midnight Moment* and help locals and visitors celebrate the month of love. As Times Square is known to host dozens of proposals all year round, especially on Valentine's Day, Rafaël Rozendaal will surely enhance the iconic backdrop this year with this stunning and timely visual," said Harry Coghlan, Chairman of the Times Square Advertising Coalition.

"Times Square is the world's best place to spread a message and our sign operators are delighted to help Rafaël Rozendaal share his Valentine's Day message with New York and the visitors from around the world as part of the February *Midnight Moment*," said Fred Rosenberg, President of the Times Square Advertising Coalition.

Rafaël Rozendaal, artist, said "Love is an important subject. I hoped that making this work would bring more love to my life and it did. Now I hope that Times Square will be filled with people kissing each other in the heart of a giant city."

The following digital screens are participating in the February *Midnight Moment*:

ABC Super Sign, American Eagle Times Square, Bank of America, Branded Cities 7 Times Square, Branded Cities 1 Times Square, Branded Cities NASDAQ Tower Times Square, Branded Cities Thomson Reuters, Outfront Media 1515 Broadway/Viacom North & South, CEMUSA, City Outdoor, Clear Channel Spectacolor HD127/CNN, Clear Channel Spectacolor HD128, Superior Digital Displays Three Times Square #5

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