

GAGOSIAN GALLERY

The New York Times

Traffic Sign for High Line

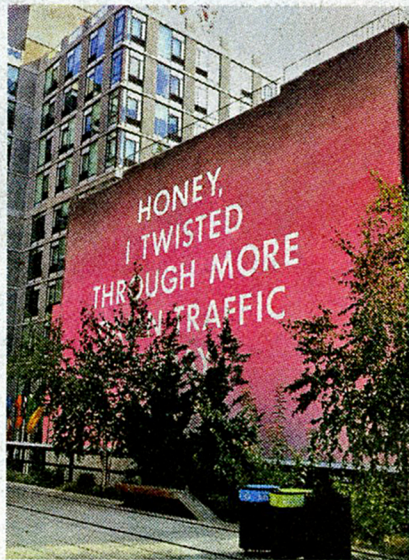
For decades, Ed Ruscha's passion for the American landscape has been chronicled in his paintings, drawings, prints and books. Besides his signature images of gas stations and the Hollywood sign, there are canvases dominated by words like "Honk" and "Noise." He has also used deadpan phrases to evoke life on the road, whether that's an endless

stretch of barren highway or the tangle of urban sprawl.

This spring, Mr. Ruscha will reimagine one of his much-loved 1977 pastels for the outside wall of an apartment building overlooking the High Line at West 22nd Street and Tenth Avenue in Chelsea. The hand-painted mural, "Honey, I Twisted Through More Damn Traffic Today," is Mr. Ruscha's first public commission in New York and is to be on view for a year starting May 6.

"It has an intimate quality and is a piece you can experience by just walking by it," said Cecilia Alemani, the director of High Line Art, who added that the wall would be lit at night.

Mr. Ruscha first used the phrase 37 years ago, but it seemed tailor made for its new home. "The original drawing was very much about L.A. traffic," Ms. Alemani said. "But I think Ed picked it because the High Line is now such a popular destination that it becomes a commentary on all kinds of traffic today."



COURTESY OF THE ARTIST, GAGOSIAN GALLERY, NEW YORK, AND FRIENDS OF THE HIGH LINE

A rendering of how an Ed Ruscha work may appear when installed this spring overlooking the High Line.