



Ponsef: Coming Soon

A Front Group Installation
(Formerly An AstroTurf Group)

North 8th Street and Bedford Avenue
Brooklyn, New York April 27-June 7 2002

COMING SOON IS PART OF THE PUBLIC ART PROJECT
"WINDOW SHOPPING" CURATED BY L. WALCZAK

A Front Group's second large installation involving its Ponsel Brand, has been realized on the corner of North 8th Street and Bedford Avenue as part of the "Window Shopping" Public Arts Project curated by Larry Walzak of Eyewash Gallery, NY.



The project runs from April 27th to June 7th, 2002. It features several major components and involved several new collaborators.

Covering a 65 ft x 12 ft wall, A Front Group worked with two New York graffiti artists. Daniel Blondet and Sasha Gransjean. Contrasting sharply with the street culture of the graffiti branding, A Front Group has installed an oversized vinyl billboard featuring an image and mission statement from CEO Todd Rabberhaus. The graffiti and billboard statements are tied together via an 8' x 13' cloud print with the brand's ethos "sublime" sprayed and cut into the bottom of the print.

The installation also includes a large scale Ponsel corporate video projection and an accompanying soundtrack that was assembled by video artist John Paul Tansey in collaboration with A Front Group. The projection runs daily from 8pm - 4am in the front window of Brooklyn Industry. In addition to the images, the video contains texts translated into five languages which all serves to reveal Ponsel's corporate identity and position in the market.



Graffiti Mural, 65 feet x 12 feet



PONSEF

At Ponsef, we believe in the rarefied realm of the universals. Laws exist for Ponsef as well as for geometry, that supreme example of perfect relationships, and therefore it might even be possible to construct Ponsef by means of the intellect. Ponsef, having avoided all taint of the material world, and being free of any personal influence of the individual, is completely autonomous and obedient only to universal laws.

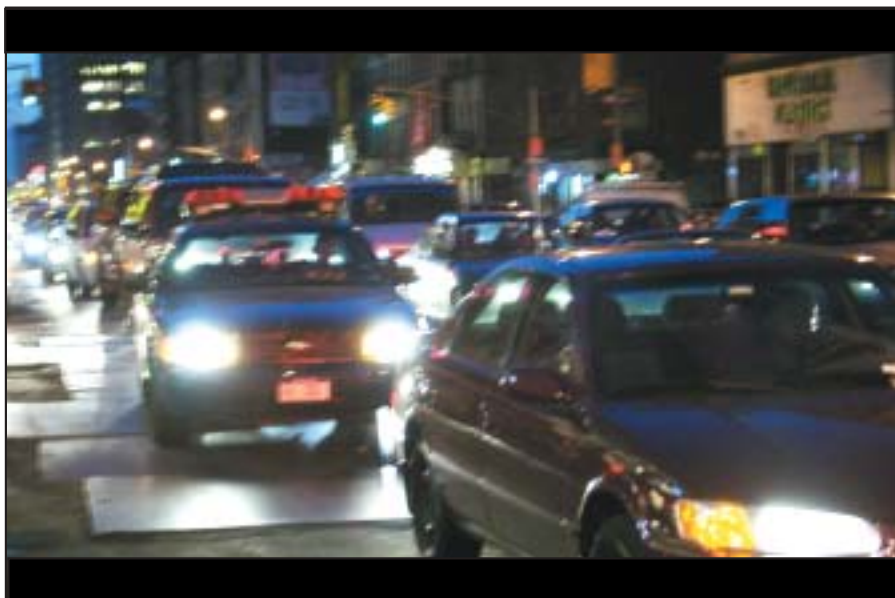
Because of this position, Ponsef is considered an idealist model for the harmonious relations which were believed ultimately possible for both individuals and all society. Since Ponsef refers to so much that is unseen, and since it implies that a new, ideal harmony between the consumer and his or her environment should be attained, the sense of social destiny inherent in the new conception of Ponsef amounts to an entirely new dynamic arrangement.

CEO Todd Rabberhaus

Oversized Vinyl Billboard



ポンセフ



Video Stills