



TIME EQUITIES INC.



## **Kevin Cooley** ***Primary Forces***

55 Fifth Avenue  
New York, NY 10003  
Monday – Friday, 9am – 6pm  
[www.55fifthavenue.com](http://www.55fifthavenue.com)  
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Image: still from *Path*, 2008 courtesy the artist and The Kopeikin Gallery, Los Angeles.

The Time Equities Inc. Art-in-Buildings program is pleased to announce the presentation of four videos from **Kevin Cooley's** series ***Primary Forces*** at the 55 Fifth Avenue Lobby Exhibition Space.

**Kevin Cooley's** work examines the relationship between the natural and built environment and the moments when the two collide. *Devils Churn* (2010), *Path* (2008), *Toss* (2010), and *Saguaro* (2010) highlight simple meditative gestures -- a bobbing inner tube, floating balloon, waving flag and tossed ring -- that serve as surrogates for the endurance of the human spirit in the face of an indifferent nature. Disparate and powerful landscapes play the role of nature in the videos including, the Oregon Coast, Northern Iceland, Southern Utah, and Western Arizona. Cooley did not edit these videos; instead they present moments as they unfolded in real time. Cooley recounts simple, elemental moments that his careful framing and patient depiction elevate to a higher order. The fluorescent pink in each video knits the disparate actions together into a subtle yet personally epic struggle against nature.

Cooley received a MFA in photography from the School of Visual Arts, New York City and will have his first solo museum show at the Museum of Photographic Arts in San Diego, this fall. His work, *Remote Nation*, (comprised of 100 analog TV sets placed throughout a vacant NYC apartment building and playing programs controlled by his father's remote control in Colorado) was recently on view in New York, seen from the High Line and his large scale video installation *Skyward* is currently on view at Peirogi's The Boiler in Williamsburg, Brooklyn until March 17th, 2013. He lives and works in Los Angeles.

Time Equities, Inc.(TEI) is committed to enriching the experience of our properties through the Art-in-Buildings Program, an innovative approach that brings contemporary art by emerging and mid-career artists to non-traditional exhibition spaces in the interest of promoting artists, expanding the audience for art, and creating a more interesting environment for our building occupants, residents, and their guests.

Founded in 1966, privately-held Time Equities Inc. has been in the real estate investment, development and asset & property management business for more than 40 years. With properties in 26 states, four Canadian provinces and Germany, the TEI portfolio consists of approximately 23.4 million square feet of residential, industrial, office and retail property.