

FOR IMMEDIATE RELEASE:
April 15th 2006

**“BREATHE DEEP NYC NO CHARGE”
A VIDEO BY RICHARD P. RUBINSTEIN
FEATURING
GORDON MATTA-CLARK’S FRESH AIR CART
WILL PREMIERE AT
SARA TECCHIA ROMA NEW YORK**

**PROCEEDS FROM SALE OF A LIMITED EDITION REPRODUCTION
TO BENEFIT CHASHAMA, A NON-PROFIT ARTIST FRIENDLY
ORGANIZATION**

April 15th—May 27th, 2006
Opening Reception:
Saturday, April 15th, 2006, 5 to 9 pm

Sara Tecchia Roma New York is proud to present the world premiere of “BREATHE DEEP NYC NO CHARGE,” a video documentary by RICHARD P. RUBINSTEIN.

In September of 1972, Gordon Matta-Clark along with Ed Baynard, Ted Greenwald, Jan Hodenfield, Peter Levy and Ginger J. Walker went out on the streets of New York City with a wheel-chair based “cart” constructed by Matta-Clark which was loaded with canisters of chemically-correct unpolluted “fresh air” which could be sampled by passersby free of charge.

RICHARD P. RUBINSTEIN was there with one of the first generation handheld Sony Video “Portapaks” to document the event at the invitation of Gordon’s friend Ed Baynard. Rubinstein had met and started collecting Baynard’s paintings as well as the work of other expatriate American artists not long after Rubinstein arrived in Ibiza, Spain with his portable video camera/recorder in early 1970. With no formal training in filmmaking (but with a lot of time in movie theatres and watching TV) Rubinstein spent the next three years shuttling between Ibiza’s expatriate artist’s colony and the streets of NYC videotaping events that were rarely covered by the mainstream media. During those years Rubinstein screened some of his unedited tapes at “The Kitchen”, the video artist collective founded by Woody and Steina Vasulka.

Rubinstein notes: “In the late 60’s I was strongly influenced by Fred Friendly’s views on what he saw as the often unfulfilled public responsibilities of the network television news divisions. I was also very taken by Marshall McLuhan’s concept of electronic media as an extension of the nervous system. While the video equipment available to me in the early 70’s was very primitive from a technical and size standpoint when compared with the digital camcorders one can buy today, the new electronic technology then was far more personal, immediate, portable and cost efficient than anything that had been available before. It had become possible for me to make television as well as watch it!

Jump cut. October 2005. Ed Baynard calls asking if I still had the tape I shot when we went out with Gordon in 1972. I responded, yes, as most of the unedited or rough cuts of tapes I shot in the early 70s had been preserved and were in storage. I had been planning to really edit them for about twenty years but had not gotten to it. As it turned out Ed calling and Sara Tecchia being willing to give me an opportunity to share my work publicly was just the incentive I needed to start editing. The initial result is "*Breathe Deep NYC No Charge*," which will premiere at Sara Tecchia's gallery in Chelsea simultaneously with a major exhibition of new Ed Baynard watercolors. For me, the premiere of "BDNYCNC" will be a measure of closure for a form of expression that I had adopted and then put aside almost 35 years ago.

As I watch the tape now, I can't help smiling at the black humor generated by a group of co-conspirators who make no attempt to hide that they are smokers while they simultaneously promote the benefits of breathing unpolluted air to a mostly receptive and very diverse cross section of New Yorkers and foreign tourists."

Rubinstein was born in 1947 in Brooklyn, New York and still lives in NYC. Mr. Rubinstein holds an MBA from Columbia University and has had a long successful public career as a producer of Feature Films, Event Miniseries and Network Documentaries. His producing credits include the Feature Films "*George A. Romero's Dawn of the Dead*" and "*Stephen King's Pet Sematary*;" two ratings blockbuster Miniseries "*Stephen King's The Stand*" and "*Frank Herbert's Dune*;" the TV movie "*The Vernon Johns Story*" starring James Earl Jones and the 1973 one-hour sports documentary "*Juice on the Loose*" which aired on the ABC Network. (A complete credit list and biography may be found at www.newamsterdamnyc.com)

Proceeds from sales of a limited edition of 10 signed and numbered reproductions of **Breathe Deep NYC No Charge** on DVD in a custom slipcase will be donated by Rubinstein and the Sara Tecchia Gallery to **CHASHAMA** a NYC-based non-profit Off Broadway based theatre and arts management organization. One of Chashama's principal activities is matching up artists with unused space that is being made available short term from major NYC Real Estate organizations. (<http://www.chashama.org>)

The video is 16 minutes in length and will be screened several times each hour.

SARA TECCHIA ROMA NEW YORK is located at 529 West 20th Street, between Tenth Avenue and Eleventh Avenue. The gallery is on the second floor. Hours are Tuesday through Saturday, 10am to 6pm. For more information, contact 212-741-2900, or visit www.saratecchia.com