

LG WILLIAMS

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A CALIFORNIA ARTIST'S LANDMARK ATTEMPT TO MAKE ART "FOR THE WORLD"

UNIVERSITY OF CALIFORNIA

(9/1/02) -- LG Williams, like Norman Rockwell, is an artist who went to an art school because he loved making art and knew that one day he would be the most important artist of his generation. Now, it's no surprise to find Williams, ten years later, with a mighty crowd surrounding him on Sproul Plaza at The University of California in Berkeley.

"I definitely keep up on him, especially since he lives part-time in Berkeley," says Jennifer Humpt, 19, a UC Berkeley art student, who was one of the first to spot and rally around Williams. "He's always coming up with crazy shit, making important art and realizations. In times like these, when the ball is up in the air, LG kind of goes after it and attacks it. That's one of the things I try to do, too."

Move over, Andy Warhol. You've got company.

This one-man contemporary art standard-bearer shows no signs of fatigue. In fact, Mr. Williams, a youthful looking 31, arrived on campus to inaugurate his latest and most ambitious artwork to date. Entitled, "Please Do Not..."; this artwork appears to be the most ambitious artwork ever in the history of visual art. "Its not like I was trying to get into the Guinness World Book of Records or Janson's History of Art, although this appears to be one of the results from the project. Rather, I was intrigued by my most resent inquiries into whether contemporary artworks can effect positive transformations throughout the modern world."

For this purpose the artist created a website where people from all over the planet can download one artwork to hang over their ashtrays or trashcans. "People love to smoke and everybody produces trash, so this artwork can literally go anywhere: school,

home, office or car. Its fantastic!" The website address is www.pleasedonot.web-page.net. An estimated 350,000 artworks will be downloaded this year alone.

"It wasn't too long ago that artists separated themselves from the rest of the world because of their inability to deal with issues of global power politics and artistic hypocrisy. All this has got to change!"

There are several reasons why this artwork makes so much sense today. First, the Internet has emerged as a new international artistic weapon. Second, artists today are more professional: they are creatively smarter, stronger and more conscious. In the 1950s, there was one artist on the world stage (Pollock) and one influential art magazine (Life). Fifty years later, things are quite different.

"There's no question about it," says a local museum coordinator who spoke on condition of anonymity. "This is a powerful artwork. You've got to take this into account if you're planning to make or exhibit art in this decade. LG knows where art is going."

"I think this artwork is extraordinary and LG is extraordinary," one onlooker says of Williams. "He is not like a lot of the art star's today, he's from the west coast so his heart is in the right place." Indeed, a whole new movement in art is emerging and LG will be its Norman Rockwell.



Artwork For The World: Williams's, *Please Do Not...*

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