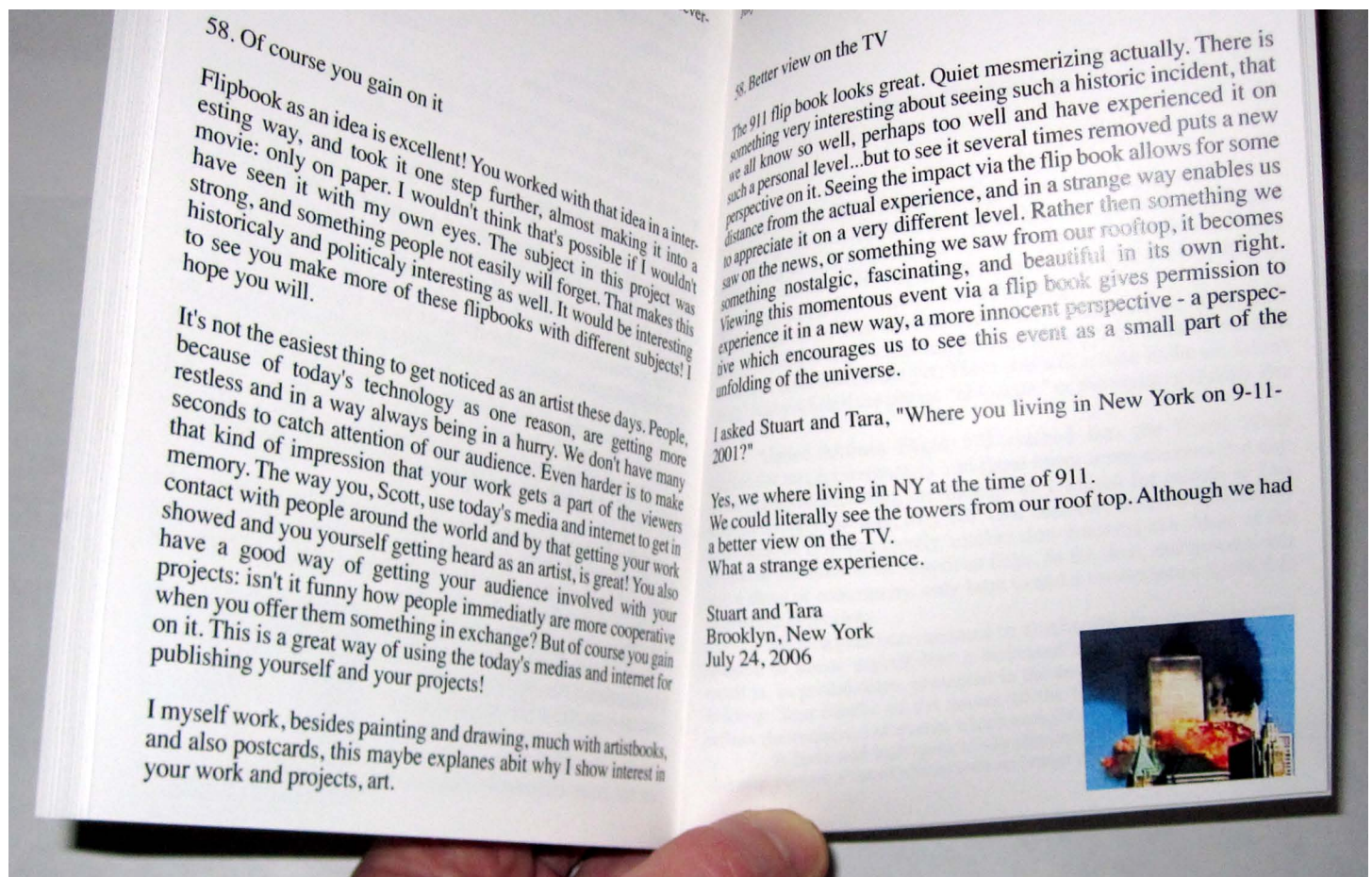


CONTROVERSIAL 9/11 FLIPBOOK CONTINUES TO GARNER BOTH CRITICISM AND PRAISE

For many, September 11 was the single most horrifying act they had ever witnessed. Eleven years later, the aftershocks of that violence still resonate. Yet, few really talk about that fateful day, apart from anniversary remembrances and an occasional political reference to drum up support for a war. Artist Scott Blake aims to perpetuate a continuing dialogue about the 9/11 experience with one controversial project.

Blake has created a flipbook consisting of images of United Airlines Flight 175 crashing into the south tower of the World Trade Center. Accompanying the images are essays written by a wide range of participants, each expressing their personal experience of the September 11th attacks. In addition, the authors of the essays were asked to reflect on, and respond to, the flipbook itself. Not surprisingly, the majority of the essayists experienced the events through news network footage.

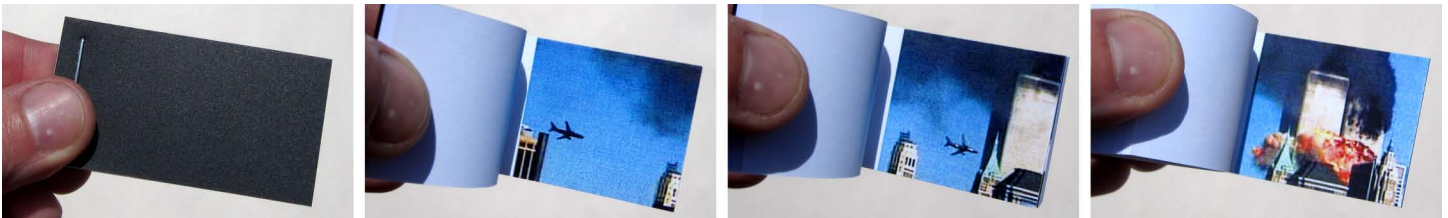


Blake is distributing his *9/11 Flipbooks* to encourage a constructive dialog regarding the media's participation in sensationalizing the tragedy. "My primary goal with the *9/11 Flipbook* is to remind everyone how the mainstream media broadcast the violent attacks over and over," Blake said. "The way I see it, the news did exactly what the terrorists wanted them to do. I'm concerned that if a similar tragedy happened again today, every TV and newspaper would do it all over again."

(Continue reading on other side.)

To further illustrate his point, Blake recently conducted a media study of archived footage from September 11, 2001, counting the number of times major news networks showed the plane crashes, building collapses and people falling from the towers. "CNN showed the plane crash 109 times from 9AM to midnight, about once every eight minutes," said Blake.

The BBC showed the planes crashing into the towers 240 times, roughly 16 times per hour. CNN showed the towers collapsing 161 times, or about once every five minutes. CBS was the first to show victims falling from the towers, beginning around noon and replaying the footage 13 times that day. These images are burned indelibly into the minds of everyone who witnessed the tragedy, whether firsthand or remotely. Said one New York essayist in Blake's *9/11 Flipbook*, "We could literally see the towers from our roof top. Although we had a better view on the TV."



The flipbook has garnered praise from art critics as well. Kyle Chayka of *Hyperallergic*, a New York art "blogazine," recently said of Blake's work, "It's not a cynical take on 9/11 or a Pop-styled, postmodern repackaging of the event, a la Warhol's screen prints of race riot photos and car crashes. Scott Blake's *9/11 Flipbook* is more of a document, a reminder that what happened actually happened. Rather than seeking to provoke or anger, the flipbook becomes the target of feelings, opinions and memories rather than the cause of them."

Not all of the people who participated in the *9/11 Flipbook* have had a positive reaction. One essayist wrote, "You obviously have more concern for self promotion than for the dignity of those who died and for the feelings of all those who lived through this experience in real time in NYC. I seriously doubt that anyone who experienced this tragedy in NYC will buy you gross trivialization of one of the most horrible days in American history. Your flipbook is a craven, desperate grab for attention."

Blake has not been surprised by negative responses to his book. "I know my *9/11 Flipbooks* will offend some people, but now that I've created a project for anyone to voice their opinions and reactions, I actually look forward to reading their responses to better understand their side of the story." Blake's project is ongoing and people continue to send in their essays.

100% of the profits from every *9/11 Flipbook* sold is donated to the Twin Towers Orphan Fund, the Fire Department of New York and the International Red Cross. The books may be purchased online or from a number of retailers including Printed Matter in New York, Atomic Books in Baltimore, Quimby's Bookstore in Chicago, Bookart Bookshop in London, RAS Gallery and Bookstore in Barcelona, and Sticky Institute in Melbourne. The entire book is also available for download, free of charge on his website, 911Flipbook.com

Scott Blake is a self-professed tech nerd, DIY punk, and conceptual artist whose work has been featured in numerous art galleries, *the New York Times*, and on "ABC World News Tonight." If you would like more information about the *9/11 Flipbook* or other Barcode Art works, Scott Blake may be contacted by email at scott@barcodeart.com or by phone/text at 402-321-3485.