

Walking the Green Carpet

The nervous clicking of a ticker-tape machine is an unexpected sound in the sleek new Bloomberg headquarters in midtown Manhattan, but that's what anyone who passes through the building's heavily trafficked ninth-floor elevator bank will hear, thanks to artist **Douglas Henderson**. "I wanted something to be there, to be noticeable," he says, "but not drive people nuts." His sound sculpture *Tickertape*, which traces the history of financial technology from ticker tape and Teletype machines to modems and keyboards, is one of four installations commissioned by the financial-information services provider for the exhibition "Passing Through."

Each of the featured artists—Henderson, **Cory Arcangel**, **Anna Craycroft**,

and **Oona Stern**—has transformed an elevator hub on a floor of the company's offices. "It's a great use of what I would call useless elevator space," says Bloomberg CEO **Lex Fenwick**, to "turn it into something that maybe makes somebody think a little bit differently, look at or analyze their experience of doing something a little bit differently." The exhibition, which is on view through April 30, was organized by the New York-based nonprofit Art in General and its curatorial fellow **Whitney Rugg**. "This art is meant to be experienced over time," she says. "Even walking down the hall in a different direction, you notice new things about each piece."

Craycroft's *The Limina Chamber* reimagines the modern corridor in Baroque



Oona Stern's installation *the sound of grass growing* brings the sights and sounds of nature to the Bloomberg offices in midtown Manhattan.

style, complete with crown moldings that, when viewed at the right angle, take on the shape of a human profile. In Arcangel's *Bloomberg Data Diaries*, the contents of a Bloomberg employee's computer-desktop trash bin

have been turned into QuickTime movies resembling animated

Ellsworth Kelly paintings and projected onto a white-lacquered wall. Stern's *the sound of grass growing* is a garden path of industrial carpeting that creeps into the glass-paneled corner offices and sidles up to an elegant grouping

of white **Verner Pantan** chairs. Overhead speakers play forest sounds like crickets chirping—while just a few feet away, Bloomberg's computer programmers hunt for bugs of a digital kind.

—Stephanie Murg