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# Of Giants and the Man on the Street

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By WILLIAM MEYERS



Natan Dvir/Anastasia Photo.

Natan Dvir's 'Juicy Couture #01' (2008) (New Yorkers by a Juicy Couture billboard on 5th Avenue)

## Natan Dvir: Coming Soon

Anastasia Photo

166 Orchard Street,

(212) 677-9725

Through May 19

Natan Dvir (b. 1972) is an Israeli photographer who has taken pictures that illustrate the grave political and social issues his nation faces, and done it with insight and award-winning style. "Coming Soon," except for the brilliant style, is not that at all: "Coming Soon" is a hoot. Mr. Dvir moved to New York in 2006 and was fascinated by the giant billboards on the wooden enclosures retail stores put up when they have work done on their facades. The print images of enormous size create disparities of scale between the posters and the real life taking place on the adjacent sidewalks; moreover, the swank of the ads exists in a social realm far distant from the pedestrian goings on in front of them.

The left half of "Zara #01" (2008) is taken up with a black-and-white image of a young blonde model walking down a flight of weathered stairs; the lovely creature dwarfs the hot-dog vendor on the sidewalk with his aluminum cart, orange-and-yellow umbrella, and red plastic cooler. The right side of the billboard announces "Zara Coming Soon" in front of which a diminutive middle-age woman waits at the curb. The flow of pedestrians in "Juicy Couture #01" (2008) pay no attention to the hip chicks towering over them. The hooded peddler selling pashmina scarfs for \$5 is indifferent to the tropical island in the poster behind him, "Tommy Bahama #01" (2012).

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## Christie Seeks Expanded Gun Laws

Gov. Chris Christie proposed new legislation Friday designed to curb gun violence that expands existing gun laws and mandatory mental health screenings and requires parental consent for juveniles buying violent video game.



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