



For Immediate Release



**NOW ON VIEW: NORA TURATO'S *GIVE US MOM!!!*
ON THE HIGH LINE'S 18TH STREET BILLBOARD, JUST IN TIME
FOR MOTHER'S DAY**

New York, NY (May 8, 2026) — The High Line today announced *GIVE US MOM!!!*, a new artwork by Amsterdam-based artist Nora Turato, presented on the billboard adjacent to the park at 18th Street and 10th Avenue. On view just ahead of Mother's Day until the end of June 2026, the new billboard artwork is an urgent collective plea for nurturing and protection to the people of the busy city streets of New York.

"Nora Turato's *GIVE US MOM!!!* is a striking and humorous intervention into the frenetic pace and anxious energy of urban life," said Cecilia Alemani, the Donald R. Mullen, Jr. Director & Chief Curator of High Line Art. "With its desperate, almost childlike demand for care, it is a powerful, timely artwork that transforms the High Line billboard into a poignant mirror, reflecting our collective desire for comfort and reassurance amid the intensity and volatility of the world today."

Turato's billboard displays the text "GIVE US MOM!!!" in bright yellow Comic Sans-typeface letters set against a flat blue background. The phrase invokes the figure of the "mom" as a symbol of softness and support within a world driven by speed, distraction, and spectacle. Drawing on the visual language of advertising billboards, *GIVE US MOM!!!* reclaims strategies of mass communication to deliver a disarmingly direct appeal for tenderness and kinship.

Turato is best known for her interdisciplinary work that examines the overwhelming use and



consumption of language in contemporary society. A trained graphic designer, she works with text as both subject and material, collecting phrases and vernacular from a wide range of sources, including social media, advertisements, media headlines, literature, and everyday conversations. Turato refers to this accumulation as a form of “linguistic soup,” which she edits, recomposes, and activates across performances, installations, paintings, and artist books.

Through bold typographic decisions laid against solid colors, Turato reveals how today’s language can feel compulsive, funny, abrasive, and emotionally charged all at once. By amplifying and reframing the language that saturates daily life, she exposes the anxieties, contradictions, and desires embedded in contemporary communication, capturing how language both connects and isolates us in an age of information overload.

Nora Turato’s *GIVE US MOM!!!* follows works by Katherine Bernhardt, Mickalene Thomas, and Roe Ethridge in the ongoing series of artwork presented by the High Line at that location in Chelsea. The billboard at 18th Street, once a remnant of the neighborhood’s industrial past, is now solely dedicated to the presentation of art, and artworks change every few months. Past artists featured include John Baldessari, Faith Ringgold, and Louise Lawler, Alex Da Corte, and Glenn Ligon, among many others.

ABOUT THE ARTIST

Nora Turato (b. 1991 in Zagreb, Croatia) lives and works in Amsterdam, Netherlands. Turato has exhibited work internationally; recent solo presentations include those at Neuer Berliner Kunstverein, Berlin, Germany (2025); Institute of Contemporary Arts London, London, United Kingdom (2025); Kunsthalle Wien, Vienna, Austria (2024-25); Stedelijk Museum, Amsterdam, Netherlands (2024); Museum of Modern Art, New York, New York (2022), Secession, Vienna, Austria (2021); Centre Pompidou, Paris, France (2020); MGLC: International Centre of Graphic Arts, Ljubljana, Slovenia (2020); Sammlung Philara, Düsseldorf, Germany (2020); Serralves Museum of Contemporary Art, Porto, Portugal (2019); Kunstmuseum Liechtenstein, Vaduz, Liechtenstein (2019); and Beursschouwburg, Brussels, Belgium (2019). Turato has participated in numerous group exhibitions at MUDAM, Luxembourg, Luxembourg City, Luxembourg (2024), TANK, Shanghai, China (2023); Kunsthal Charlottenborg, Copenhagen, Denmark (2022); Astrup Fearnley Museet, Oslo, Norway (2022); Kunsthalle Basel, Basel, Switzerland (2021), amongst others. Turato unveiled a large-scale public art installation at Art on the Mart, Chicago in the spring of 2024. In 2023, Turato produced a commissioned performance for the Performa Biennial in New York.

SUPPORT

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Nora Turato, *GIVE US MOM!!!* is supported by DutchCultureUSA, a program of the Kingdom of the Netherlands in the United States.

ABOUT HIGH LINE ART

Founded in 2009, High Line Art commissions and produces a wide array of artworks on the High Line, including site-specific commissions, exhibitions, performances, video programs, and a series of billboard interventions. Led by Cecilia Alemani, the Donald R. Mullen, Jr. Director & Chief Curator of High Line Art, and presented by the High Line, the art program invites artists to think of creative ways to engage with the unique architecture, history, and design of the park, and to foster a productive dialogue with the surrounding neighborhood and urban landscape.

For more information on High Line Art, please visit thehighline.org/art.

ABOUT THE HIGH LINE

The High Line is a public park on the West Side of Manhattan operated, maintained, and funded by the nonprofit conservancy Friends of the High Line. Through our work with communities on and off the High Line, Friends of the High Line is devoted to reimagining public spaces to create connected, healthy neighborhoods and cities.

Built on a historic, elevated rail line, the High Line was always intended to be more than a park. You can walk through the gardens, view art, experience a performance, enjoy food or beverage, or connect with friends and neighbors—all while enjoying a unique perspective of New York City.

Nearly 100% of our annual budget comes through donations. The High Line is owned by the City of New York, and we operate the park under a license agreement with NYC Parks.

For more information, visit thehighline.org and follow us on [Facebook](#), [X](#), [Instagram](#), and [TikTok](#).

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