

## **Watch Jay Z's 'Picasso Baby' performance-art piece**

By David Ng; 11:59 AM PDT, August 7, 2013

Was it really a performance-art event, or just a glorified plug for his new album?

Probably some of both. In July, hip-hop artist Jay Z took over New York's Pace Gallery for several hours to stage a marathon version of "Picasso Baby," a single from his album "Magna Carta... Holy Grail," which was released last month.

The singer billed the gallery event as a performance-art piece, and the crowd included artist Marina Abramovic, director Judd Apatow and actors Alan Cumming, Rosie Perez and Taraji P. Henson.

Mark Romanek, a music-video veteran, fashioned a short documentary of the event, which ran on HBO last week. For art scene-sters who don't subscribe to the premium cable channel, Jay Z has uploaded the [short movie](#) to YouTube. (The documentary contains adult language.)

"Picasso Baby" riffs on the performer's appetite for collecting art, including his desire for works by Jeff Koons, Mark Rothko and others.

**ALSO:**

[Jay-Z's 'Picasso Baby' documentary debuts Friday on HBO](#)

[Marina Abramovic's silent heads from MOCA gala speak out](#)

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