

MAK

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**HOW MANY BILLBOARDS?
*Art In Stead***

MAK Center for Art and Architecture at the Schindler House

Announces Its First Urban Exhibition

Presented on Billboards throughout Los Angeles

Debuts 21 Specially Commissioned Art Works by
Contemporary Artists including

**Michael Asher, Daniel Joseph Martinez, Renée Green, Kori Newkirk,
Allen Ruppersberg, James Welling, and Yvonne Rainer**

February 5 – March 12, 2010

Los Angeles, CA (December 2, 2009) – The MAK Center for Art and Architecture at the Schindler House is pleased to announce its most ambitious project to date: ***How Many Billboards? Art In Stead***. This large-scale urban exhibition debuts 21 new works by leading contemporary artists, presented simultaneously on billboards throughout Los Angeles for seven weeks from February 5 through March 12, 2010. *How Many Billboards? Art In Stead* is organized by MAK Center Director Kimberli Meyer with co-curators Lisa Henry, Dr. Nizan Shaked, and Dr. Gloria Sutton, and public art consultant Sara Daleiden. The exhibition will be accompanied by an overview exhibition and orientation station at the Schindler House, which opens on February 23, as well as a series of public programs and bus tours. A dedicated website, howmanybillboards.org has



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been launched to provide up-to-date exhibition information as the project unfolds. The MAK Center is also designing interactive media to help viewers navigate the show.

Artists working in the vein of California's conceptual art movement have each been commissioned to create a new work that critically responds to the medium of the billboard and interprets its role in the urban landscape. Investigating art as an idea as well as art as a media for critical intervention, the exhibition highlights the interaction of Pop, conceptualism and architecture in Los Angeles since the late 1960s.

Featured artists include **Kenneth Anger, Michael Asher, Jennifer Bornstein, Eileen Cowin, Christina Fernandez, Ken Gonzales-Day, Renée Green, Kira Lynn Harris, John Knight, David Lamelas, Brandon Lattu, Daniel Joseph Martinez, Kori Newkirk, Yvonne Rainer, Martha Rosler with Josh Neufeld, Allen Ruppersberg, Allan Sekula, Susan Silton, Kerry Tribe, James Welling, and lauren woods.**

"In *How Many Billboards?*, the streets of Los Angeles become the walls of the exhibition, and the city itself becomes a large museum," said Kimberli Meyer, Director of the MAK Center and initiator and co-curator of the exhibition. "We have put together an important group of artists that span multiple generations, and we've asked each artist to take into account the landscape of the city and the implication of the billboard as pop-public space."

The exhibition follows nearly a decade of discussion amongst city residents and officials about billboards and their environmental impact on the city of Los Angeles. *How Many Billboards?* attempts to investigate the political and artistic implications of these media surfaces that saturate the city's landscape, while also offering an alternative vision for public art display in Los Angeles, in which the city becomes the context for exhibition.

How Many Billboards? Art In Stead is generously supported by the Emily Hall Tremain Foundation Exhibition Award. Additional funding has been provided by the National Endowment for the Arts; the City of Los Angeles, Department of Cultural Affairs; the City of West Hollywood Arts and Cultural Affairs Commission; and the Los Angeles County Arts Commission.

Project partners include ForYourArt, LA INC, MacDonald Media, Los Angeles County Metropolitan Transit Authority (Metro), PS Los Angeles, and TBWA/Chiat/Day. Advisory Board members include Anne Bray, Freewaves; Karen Constine, ForYourArt; Susan Gray, Community Redevelopment Agency of Los Angeles; Mahmud Hussain, TBWA/Chiat/Day; Pat Gomez, City of Los Angeles, Department of Cultural Affairs; Letitia Fernandez Ivins, Los Angeles County Arts Commission Civic Art Program; Bridgid Labonge, graphic artist; Emi Fontana, West of Rome; Michael McDowell, LA INC.; Sarah MacPherson, Hollywood Property Owners Alliance; Shannon Shelly, PS Los Angeles; Zipporah Lax Yamamoto, Metro; Rick Robinson, MacDonald Media; and Kristy Nichols, MacDonald Media.



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***How Many Billboards?* – Public Programming**

How Many Billboards? Art In Stead will be accompanied by an overview exhibit and orientation station at the Schindler House on view from February 23 to May 16, 2010 as well as curator-led bus tours, and other public programs featuring participating artists. A variety of distinct programs have been designed to critically explore the exhibition's look at the legacies of California's conceptually-orientated art, examine the relationships between outdoor media and architecture in the city, discuss the public and private stakes related to the urban visual field, and invite in-depth consideration of participating artists' broader contributions to contemporary art.

A full schedule of public programs will be available in early 2010.

HowManyBillboards.org

The MAK Center has launched a dedicated website for this ambitious exhibition. The site will provide detailed information about participating artists, an expanding image gallery of billboard photos from the installation, an interactive Google Map which plots the installation, pertinent articles on the recent debates about billboards, and podcasts featuring selected artists and curators. For more information, visit www.HowManyBillboards.org or follow on Twitter <http://www.twitter.com/MAKBillboard>.

***How Many Billboards?* – Exhibition Curators**

Kimberli Meyer has been the director of the MAK Center for Art and Architecture at the Schindler House in Los Angeles since 2002. She is a curator, lecturer and writer on art and architecture. She holds a B. Architecture from the University of Illinois, Chicago, and an M.F.A from California Institute of the Arts.

Dr. Gloria Sutton is a curator and writer. She received her Ph.D. in Contemporary Art History at University of California, Los Angeles in 2009. She has been a fellow at the Whitney Museum of American Art's Independent Study Program and the Getty Research Institute as well as an Ahmanson Curatorial Fellow at the Museum of Contemporary Art, Los Angeles.

Lisa Henry is an independent curator based in Los Angeles. She received an M.A. in Critical and Curatorial Studies from the University of California, Los Angeles and a B.A. in American Studies from Brown University.

Dr. Nizan Shaked is an Assistant Professor of Contemporary Art History, Museum and Curatorial Studies at California State University, Long Beach. She received her Ph.D. in Cultural Studies from Claremont Graduate University. Shaked holds an M.A. from the University of California, Los Angeles and an M.F.A from Otis College of Art and Design.



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About the MAK Center for Art and Architecture

Unique in its role as an historic site and exhibition space, the MAK Center for Art and Architecture develops local, national, and international projects exploring the intersection of contemporary art and architecture. The MAK Center seeks out and supports projects and ideas that test disciplinary boundaries. Acting as a “think tank” for current issues, the Center encourages exploration of practical or theoretical aspects in art and architecture by engaging the Center’s spaces and histories. The Center is currently expanding into urban space, engaging the city as site for artistic interventions.

The MAK Center was established in 1994 as an alliance between the MAK Vienna (Austrian Museum of Applied Art) and Friends of the Schindler House (FOSH) in West Hollywood. The MAK Center is housed in the Modernist landmark R.M. Schindler House (1921–22) in West Hollywood, which it uses as a primary presentation space. In addition, the MAK Center maintains and occupies two other Schindler-designed buildings, the Mackey Apartments (1939) and the Fitzpatrick-Leland House (1936).

The MAK Center’s programming includes exhibitions, lectures, symposia, performances, music series, publication projects, and new work commissions, frequently developed in conjunction with guest curators, artists and architects. Programming is responsive to shifts in discussion and practice within the arts and architecture. Through interactive dialogue, the MAK Center serves as a vehicle through which ideas are continuously tested and considered by a fluent and engaged audience.

The MAK Center for Art & Architecture is located at the Schindler House, 835 N. Kings Road in West Hollywood. Public hours are Wednesday through Sunday, 11 a.m. to 6 p.m. Regular admission is \$7/\$17 with the guide book, *Schindler By MAK*; students and seniors, \$6/\$16 with book; free for Friends of the Schindler House and on Fridays, 4 to 6 p.m. Parking is available at the public structure at the northeast corner of Kings Road and Santa Monica Boulevard.

For further information: www.MAKcenter.org or call (323) 651-1510.

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