

This show needs you

March 28 - May 17, 2008

Featuring work by:

Susanne Cockrell & Ted Purves
with Joseph McHenry
Lori Gordon
Christian Jankowski

Harrell Fletcher & Miranda July
Linda Montano
Elizabeth Stephens & Annie Sprinkle
Michael Smit
Sara Thacher



This Show Needs You

March 28 – May 16, 2008

In spite of our increasingly fragmented world where faster means better and technology often replaces face-to-face contact, artists continue to make work that emphasizes the collective social experience. In *This Show Needs You* each artist uses a familiar means of exchange to collaborate with a viewer—like conducting a workshop, preserving local lemons, providing advice, or even hosting a wedding. In doing so, the work often extends outside the gallery and blurs the line between art and life, artist and non-artist. Rooted in performance, interventionist and conceptual practices, *This Show Needs You* relies on the willingness of the audience to contribute to the exhibition's production and meaning.

This Show Needs You is presented in conjunction with the University of California at Santa Cruz (UCSC) conference *Intervene! Interject! Rethinking Art as Social Practice* from May 15-17. As the term “social practice” emerges in new academic programs and major exhibitions, both the exhibition and conference address the various practices employed that provide new ways of thinking. Additionally, throughout the exhibition, public programs will allow visitors to directly engage with the artists' projects.

The artists in *This Show Needs You* remind us that art is everywhere. Collaborators Susanne Cockrell and Ted Purves with Joseph McHenry rely on the abundance of local grown lemons for their bio-active installation *Lemon Everlasting Backyard Battery*. Sara Thatcher's *The Distributed Exhibition* enlists eleven business and home owners within walking distance of the ICA to host and curate exhibitions. Elizabeth Stephens and Annie Sprinkle create a performance art wedding every year with friends, artists and other communities in a seven-year piece called *The Love Art Laboratory*. Lori Gordon's text paintings are installed in storefront windows in San Jose and ask open-ended questions like “What color does your body need?” Projects by Michael Smit, Linda Montano, Miranda July and Harrell Fletcher explore the idea that everyone is an artist.

The artists in this exhibition respond to our world by making socially engaged work, an approach that emphasizes the shared social experience. More than anything, this show needs you to be part of this process. In doing so there is incredible potential to create something new and unexpected.

Artists' Projects in exhibition order:

Susanne Cockrell and Ted Purves with Joseph McHenry *Lemon Everlasting Backyard Battery, 2008*

Lemon Everlasting Backyard Battery is a bio-active installation that literally transforms itself while on view in the gallery. Inspired by San Jose's agricultural history and the enduring popularity of the lemon tree as an emblematic California lawn "accessory," the artists have collected yard-grown lemons from the area, preserved them with salt and herbs, and will allow them to cure over the course of the exhibition. These rows of yellow jarred fruits are displayed alongside local stories and portraits of citizen's yards and trees, turning the gallery into a charged space of stored energy and culinary potential. The artists welcome you to bring your lemons during the exhibition and take a jar home during the last week of the show (May 13-17).

Michael Smit

How have you been an artist today? 2004-ongoing

Invoking Joseph Beuys' famous exclamation that "everyone is an artist," Dutch-born artist Michael Smit and a group of volunteers have been asking people around San Jose this question: *How have you been an artist today?* Engaging with individuals both inside and outside of the ICA, these informal conversations with strangers explore creative possibility in the world. For Smit this simple question will hopefully open new awareness to the practical and everyday power of art. Whether we see ourselves as an artist or not, the project reflects on the role of the artist and the ways we create meaning in the world.

Lori Gordon

Ask Your Body, 2008

Watercolor on paper

Painted in soft watercolor hues, Lori Gordon's interactive text paintings state, "Ask your body what color it needs" or "This won't work without you." While the work takes cues from advertising campaigns and inspirational posters, Gordon's declarations are rooted in her belief that art cannot function without the willing participation of a faithful audience. In order to reach beyond the gallery walls, Gordon has installed her statements in Phantom Gallery storefront windows.

Related Programs

Throughout the exhibition:

Bring your garden grown lemons

April 12, 2 - 4 pm

How To Pickle Lemons Workshop

May 2, 5 - 7 pm

Official declaration of "Lemon Day"

May 13 - 17

Bring a jar of lemons home.

April 16, 12 - 1 pm

Brown bag lunch with Michael Smit

Throughout the

exhibition: Conversations in San Jose.

Volunteer: contact msmit@mac.com

Throughout the

exhibition: Drawings installed in Phantom Gallery storefront on South First Street.

Sara Thacher
The Distributed Exhibition, 2008

Related Programs

Throughout the Exhibition: Make an appointment to see off-site exhibition
May 13 12-1 pm
Lunchtime conversation with Sara Thacher

For *The Distributed Exhibition* Sara Thacher enlisted 11 sites, including a hair salon, a bike shop and a private residence within walking distance of the ICA to host and curate an exhibition in their spaces. After putting out a call for artists to participate, the hosts selected from a pool of creative and diverse candidates. At the ICA visitors can view the project archive and schedule an appointment to see the work outside of the gallery. By installing work in satellite spaces outside of the ICA, the project shifts the art viewing experience from a public space to a more private one. As in all of Thacher's work, *The Distributed Exhibition* explores alternative ways for viewing and displaying art in order to reach many different kinds of audiences.

Linda Montano
Re-Seeing Blindfold: 7 hours/4 days, 2008

May 6-9, gallery
hours: *Re-seeing Blindfold* performance
May 10, 2-4pm
You Too Are A Performance Artist of Your Life, Workshop with Linda Montano

A seminal figure in contemporary feminist performance art, Linda Montano has been actively exploring her art/life since the mid 1960s. In *Re-Seeing Blindfold: 7 hours/4 days* Montano revisits an artwork she performed over 30 years ago. During her four day blindfold performance at the ICA, she will invite guests to sit with her in silence from May 6-7 or sit with her to receive art/life/laughter counseling from May 8-9. As with all of her work *Re-seeing Blindfold* investigates the relationship between art and life through an intricate life altering ceremony. Montano will conduct a workshop at the ICA called *You Too Are A Performance Artist of Your Life* on May 10, 2-4 pm that explores the way artistic ritual can be used to alter and enhance a person's life and explore the art/life boundaries.

Christian Jankowski
What Remains, 2004

Christian Jankowski's video work always includes some kind of creative collaboration that emphasizes the importance of the viewer in realizing an artwork. *What Remains* includes a series of documentary-style interviews with moviegoers exiting New York theaters. The artist asked them to give their immediate responses and opinions of the film they just saw, without mentioning the film's name to the camera. While the movies they discuss remain unclear, we become wrapped-up in their faces and emotional responses. Much of Jankowski's work acknowl-

edges that artwork can not happen without the viewer. The narratives of the movies discussed in *What Remains* are far less engaging than the voices, humor and earnestness expressed by the viewers.

Elizabeth Stephens and Annie Sprinkle ***Love Art Laboratory Bridal Party, 2008***

Collaborators and lovers Elizabeth M. Stephens and Annie M. Sprinkle are the *Love Art Laboratory*. The project generates, celebrates and glorifies love as a response to the violence of war, the intolerance of the anti-gay rights movement, and the excessive greed and fear in our culture. Inspired by Linda M. Montano's *14 Years of Living Art*, the *Love Art Lab* is a seven-year project, now in its fourth year. Each year is devoted to a theme and color, and each year they co-create a big performance art wedding with friends, families, artists and various communities. In this exhibition the artists display the costumes, ephemera and video documentation from their first three weddings. Stephens and Sprinkle invite you help co-create *Green Wedding #4* on May 17th. Find your invitation at www.loveartlab.org.

Harrell Fletcher and Miranda July ***Learning to Love You More, 2002-Present***

The three photographs from *Learning to Love You More*, a web project by Miranda July and Harrell Fletcher, were taken by Joy from Harlem, Peter Max Lawrence from San Francisco and Patricia N. from Portugal. Following simple directions to "photograph a significant outfit," their snap-shots and text provide glimpses into each of their lives. As a collection, the repeated format suggests both the similarities and particularities of each participant.

Learning to Love You More (www.learningtoloveyoumore.com) is both a web site and series of non-web presentations comprised of work made by the general public in response to assignments given by artists Miranda July and Harrell Fletcher. Participants accept an assignment, complete it, send in the required report and see their work posted on-line. The prescriptive nature of these assignments is intended to guide people towards their own experience.

Related Programs

April 5, 2-4 pm

Love Art Laboratory's Bridal Sewing Bee

May 17

The Green Wedding at UCSC, visit their installation for more info.

Night Moves:
After-dark programs in the ICA's front windows

Ray Beldner: *The Word on the Street*
March 28 – June 14, 2008

Ray Beldner uses language from homeless signs to make poetic neon versions that reflect sentiments of our own shortcomings, losses and desires. An expert in appropriation and unexpected collaborations, Beldner's work in part pays homage to Bruce Nauman's famous neon sign, *The True Artist Helps the World by Revealing Mystic Truths*. Responding to this statement, Beldner reveals human truths written by homeless individuals he has met on the street. Twisting what one would expect in a neon window display, Beldner's signs cleverly reflect on what it means to be an artist and human.

Born in San Francisco, Beldner received a BFA from the San Francisco Art Institute and an MFA from Mills College in Oakland, California. He has participated in numerous solo and group exhibitions both nationally and internationally and his work can be found in many public and private collections including the Federal Reserve Board, Washington D.C., the Scottsdale Museum of Contemporary Art, Arizona, the Fine Arts Museums of San Francisco, the Oakland Museum of California, and the San Jose Museum of Art.

Notes:

Related exhibitions that are part of UCSC's *Intervene! Interrupt! Rethinking Art As Social Practice* conference:

Interruptions of Hierarchies

April 16 - May 17

Seson Gallery at Porter College, UCSC

<http://arts.ucsc.edu/seson/>

Subversive Complicity

May 1 - May 24

The Lab, San Francisco

www.thelab.org

Phantom
□ Galleries

The ICA would like to thank Phantom Galleries for their partnership in providing window space for Lori Gordon's work during this exhibition.

Additional thanks to MACLA and Phantom Galleries for getting the word out for the artists' projects in *This Show Needs You*.

Ways this show needs you :

Mark your
calendar for
these related
public programs

For More info

Call 408 283 8155
or email
info@sjica.org

April 5, 2-4 pm

Bridal Sewing Bee with Annie Sprinkle and Elizabeth Stephens.
Be part in creating their wedding get-ups while weaving together stories of love and relationships.

April 12, 2-4 pm

How To Pickle Lemons with Ted Purves, Susanne Cockrell and Joseph McHenry. \$10 suggested donation for materials.

April 16 and May 14, 12 - 1 pm

How Have You Been An Artist Today? Lunchtime talk with Michael Smit.

First Friday May 2, 5 - 7 pm

Lemon Day: Lemon-infused foods prepared as part of *Lemon Everlasting Backyard Battery* with artists Susanne Cockrell and Ted Purves with Joseph McHenry. SJ City Councilmember Sam Liccardo will officially declare it "Lemon Day."

May 6 - May 9, gallery hours

Linda Montano performs *Re-Seeing: Being Blindfolded 7 hours/ 4 days*.

May 10, 2 - 4 pm

You too are a performance artist of your life: A Workshop with Linda M. Montano. \$5 Members \$10 Nonmembers.

May 13, 12 - 1 pm

The Distributed Exhibition, lunchtime conversation with artist and organizer, Sara Thacher.

May 15 -17 at University of California at Santa Cruz

Intervene! Interrupt! Rethinking Art as Social Practice Conference at UCSC. More info: <http://may2008.artintervention.org/>

May 17 at University of California at Santa Cruz

Annie Sprinkle and Elizabeth Stephens invite you to co-create **Green Wedding #4**. More info www.loveartlab.org.

Hours

Tues - Wed, Fri 10 - 5
Thurs 10 - 8
Sat 12 - 5

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