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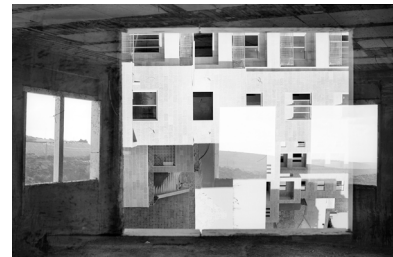
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**New Museum Presents “The Great Ephemeral”
Co-curated with Taipei Contemporary Art Center**

May 27–September 6, 2015

New York, NY... This spring, the New Museum presents “**The Great Ephemeral**,” an exhibition co-curated with Taipei Contemporary Art Center that responds to the speculative nature of the global market, both by exploring its intangible, even emotional, aspects and by offering clear-eyed commentary on its inequalities. This exhibition is part of a season of research and programming organized by the New Museum’s Education Department that examines aspects of speculation, including its volatile relationship to faith as well as alternative economies focused on caregiving and collective labor.



Nir Evron, *Threshold (frame no. 34)*, 2015. Pigment ink-jet print on archival paper, 16 1/8 x 24 3/8 in (41 x 62 cm). Courtesy the artist and Cheilouche Gallery for Contemporary Art, Tel Aviv

The exhibition is on view from **May 27–September 6, 2015** on the **Fifth Floor** of the New Museum. “The Great Ephemeral” is co-curated in collaboration with Meiya Cheng of Taipei Contemporary Art Center (TCAC), a platform dedicated to artists, curators, scholars, and cultural activists, and the New Museum’s Johanna Burton, Keith Haring Director and Curator of Education and Public Engagement; Lauren Cornell, Curator, 2015 Triennial, Digital Projects, and Museum as Hub; and Sara O’Keeffe, Assistant Curator.

The works on view reflect an “ephemeral existence” in which our material circumstances, both in art and life, can feel precarious, abstract, and out of control. The eleven artists featured in the exhibition react to this condition using various forms of protest: some responses are incisive, while others counter the market’s contradictions with equal measures of irrationality and play. Works in “The Great Ephemeral” include Constantina Zavitsanos’s tower of personal and familial debt spanning 278 years; Nir Evron’s photographic series, which depicts the rapid construction of a Palestinian housing development whose architecture mirrors the ubiquitous Westernized style of hotels and condominiums instead of that of the surrounding local culture; and Chou Yu-Cheng’s paintings, which, as copies of originals by British artist Geoff Molyneux, challenge an art market that values originality and authenticity. Presented as part of the New Museum’s international partnership program Museum as Hub, the exhibition captures preoccupations shared by artists around the world and how they manifest artistically and socially. Artists include **Chen Chieh-jen, Heman Chong, Chou Yu-Cheng, Nir Evron, Joel Holmberg, Chelsea Knight, Lee Kit, Minouk Lim, Jun Yang, Yao Jui-Chung, and Constantina Zavitsanos.**

SUPPORT

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Additional support for the exhibition is provided by the Ministry of Culture, Taiwan (R.O.C.), and the Taipei Cultural Center of TECO in New York.

Artist residencies and commissions are generously supported by the Neeson/Edlis Artists Commissions Fund, and Laurie Wolfert.

ABOUT NEW MUSEUM

The New Museum is the only museum in New York City exclusively devoted to contemporary art. Founded in 1977, the New Museum is a center for exhibitions, information, and documentation about living artists from around the world. From its beginnings as a one-room office on Hudson Street to the inauguration of its first freestanding building on the Bowery designed by SANAA in 2007, the New Museum continues to be a place of experimentation and a hub of new art and new ideas.

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