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MUSEUM

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**NEW MUSEUM PRESENTS THE US DEBUT OF ARGENTINIAN
ARTIST MARTA MINUJÍN'S LEGENDARY ENVIRONMENT
*LA MENESUNDA***



Marta Minujín, *The Neon Tunnel*, from *La Menesunda*, 1965 (detail). Installation view: “La Menesunda según Marta Minujín” [La Menesunda according to Marta Minujín], Museo de Arte Moderno de Buenos Aires, 2015. Courtesy Museo de Arte Moderno de Buenos Aires

New York, NY... The New Museum is pleased to present an exhibition by the epoch-defining Argentinian artist Marta Minujín (b. 1943, Buenos Aires) on view in the Museum’s Third Floor Gallery from June 26 to September 29, 2019. “**Marta Minujín: Menesunda Reloaded**” presents the US debut of her most iconic work, *La Menesunda*.

Over the past sixty years, Minujín has developed happenings, performances, installations, and video works that have greatly influenced generations of contemporary artists in Latin America and beyond. Minujín combines elements of experimental theater, film and television, advertising, and sculpture to create total environments that place viewers at the center of social situations, confronting them with their own political and cultural reality and the seductiveness of media and celebrity culture. Emerging in the 1960s as one of the strongest voices in Argentinian art, her simultaneously monumental and fragile works challenged artistic conventions while testifying to her unyielding engagement with radical artistic forms and the artifices of popular culture, which have undoubtedly solidified Minujín as a pioneer of Latin American Conceptual art.

In 1965, at the Instituto Di Tella in Buenos Aires, Minujín and Rubén Santantonín devised the now-legendary environment *La Menesunda*. This intricate labyrinth sought to provoke visitors and spur them into action, offering new modes of encounter with consumer culture, mass media, and urban life. While *La Menesunda* was created as a direct response to street life in Buenos Aires—the title is slang for a confusing situation—the work, alongside that of Christo, Allan Kaprow, Claes Oldenburg, Niki de Saint Phalle, and others, counts among the earliest large-scale environments made by artists, demonstrating how Minujín anticipated the contemporary obsession with participatory spaces, the lure of new pop-up museums, and the quest for an intensity of experience that defines social media today.

Occupying the Museum’s Third Floor, *La Menesunda* is composed of eleven distinct spaces through which visitors move, one at a time. Entering the work through a doorway in the shape of a human silhouette, visitors must then climb a set of stairs and proceed through a series of narrow hallways and staircases, discovering new spaces and situations intended to surprise and shock along the way. Moving through an environment simulating human intestines, a refrigerator, and the interior of a woman’s head, visitors encounter live performers and moving parts triggered by the visitors’ own actions; they emerge transformed by an encounter with unexpected textures, forms, and sensations. In 2015, the Museo de Arte Moderno de Buenos Aires presented a reconstruction of *La Menesunda*. The New Museum’s presentation of the work—titled *Menesunda Reloaded*—marks the second recreation of this installation, and its first-ever presentation in the US.

A fully illustrated catalogue published by the New Museum accompanies the exhibition. The catalogue includes an interview with Marta Minujín, conducted by Helga Christoffersen and Massimiliano Gioni; a conversation between Gioni and the legendary artist Christo; as well as newly commissioned essays on the artist’s work by Zanna Gilbert and Aimé Iglesias Lukin.

“Marta Minujín: Menesunda Reloaded” is curated by Massimiliano Gioni, *Edlis Neeson Artistic Director*, and Helga Christoffersen, Associate Curator.

La Menesunda is co-produced by the New Museum and the Museo de Arte Moderno de Buenos Aires.

PUBLIC PROGRAMS

Marta Minujín in Conversation with Massimiliano Gioni and Helga Christoffersen

Saturday June 29, 3 PM

New Museum Theater

The New Museum presents a special conversation between artist Marta Minujín; Massimiliano Gioni, *Edlis Neeson Artistic Director*; and Associate Curator Helga Christoffersen on the occasion of the opening of “Marta Minujín: Menesunda Reloaded.”

Three Readings of *La Menesunda*

Thursday September 19, 7 PM

New Museum Theater

This panel discussion will feature scholars and experts in Latin American art, feminism, and media ecology presenting three innovative new interpretations of the history and significance of Marta Minujín’s *La Menesunda* (1965).

ALSO ON VIEW: SUMMER 2019

Mika Rottenberg: Easypieces

June 26–September 15, 2019
Second Floor

Lubaina Himid: Work from Underneath

June 26–October 6, 2019
Fourth Floor

Diedrick Brackens: darling divined

June 4–September 8, 2019
Lobby Gallery

Melanie Crean, Shaun Leonardo, Sable Elyse Smith: Mirror/Echo/Tilt

June 18–October 6, 2019
Fifth Floor

Sydney Shen: Onion Master

April 30–September 1, 2019
Storefront Window

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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