

THE NEW MUSEUM

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FOR IMMEDIATE RELEASE

"WINDOW" SERIES CONTINUES AT THE NEW MUSEUM WITH INSTALLATIONS BY RICHARD PRINCE AND BY CONTEMPORARY URBICULTURAL DOCUMENTATION, SEPTEMBER 27 - DECEMBER 4, 1980

On September 27, THE NEW MUSEUM's 14th STREET SHOWCASE presents an installation by Richard Prince, the seventh in the ongoing "Window" series.

Richard Prince (September 27 - October 27) appropriates images from non-fictional sources (movies and magazines) and re-presents them (re-cropped and photographed) to the viewer. Because the images he has chosen are available to anyone prior to his appropriation, the "edge" of the original emotional message (desires and threats) is not lost. It is, in fact, because the viewer retains familiarity with the original imagery that the fictional transformation is verified.

Researchers Hank Lewis and Orly Haddad of Contemporary Urbicultural Documentation (Topical Archaeology) have organized the next window project, to open on November 3. They examine contemporary society by means of assembling, cataloging, and ordering documents, objects, and artifacts retrieved from recently active, non-residential sites. CUD deals not with the architectural structures themselves, but with the activities centered in them and the relationships generated by their presence in the community.

"Window" installations are on display for approximately four weeks and are mounted either independently of or in conjunction with THE NEW MUSEUM's regularly scheduled exhibitions.

For further information please contact Bonnie Johnson, 741-8962.