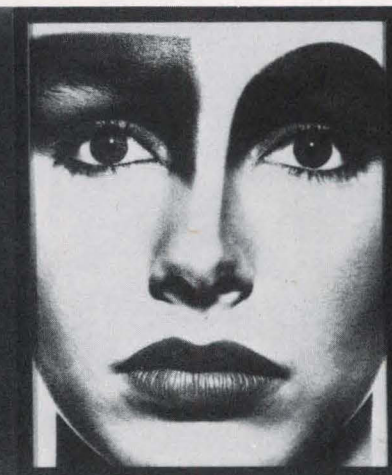
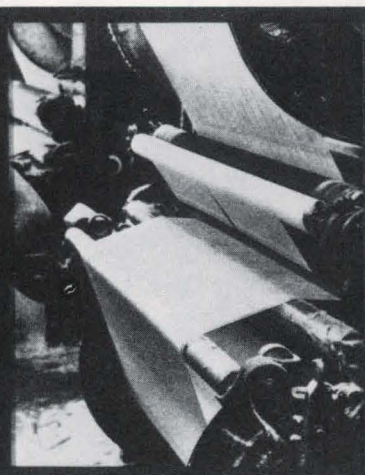
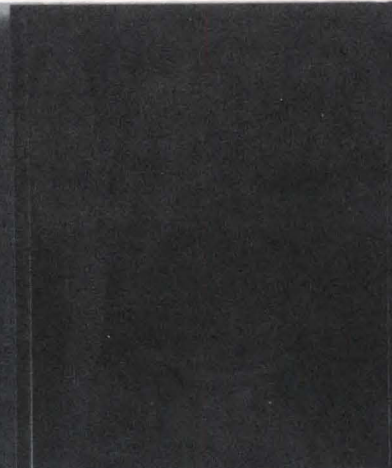
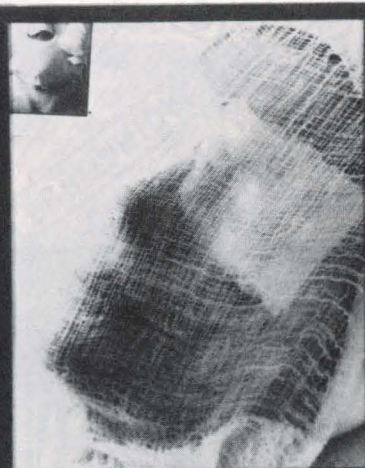
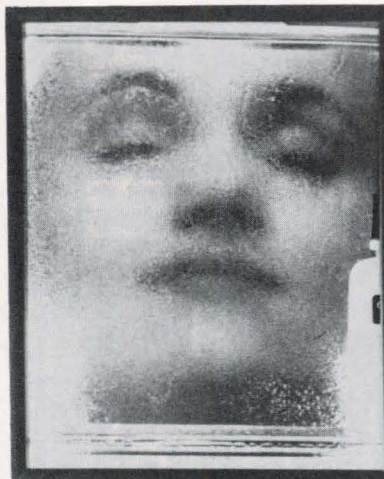


**TheNewMuseum**  
OF CONTEMPORARY ART

# NEWS/CALENDAR

FALL AND WINTER 1984





# GREAT MOMENTS IN CONTEMPORARY ART

THE NEW MUSEUM OF CONTEMPORARY ART



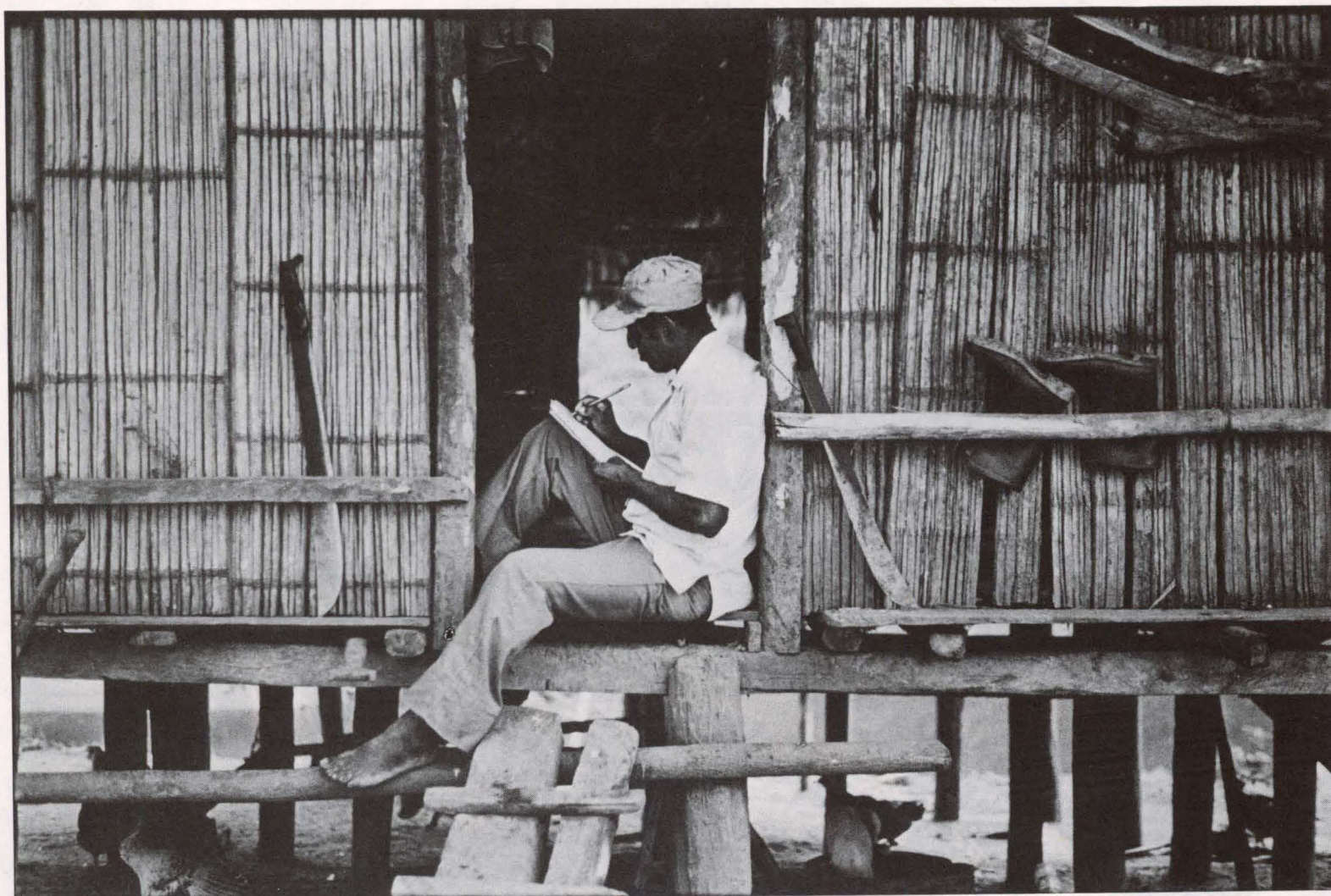
THE NEW MUSEUM OF CONTEMPORARY ART

A R E A

OCTOBER 23, 1984

Mark Tansey's (Study) from Collage/Drawing by Ad Reinhardt (1984), a drawing specially commissioned for the Museum's GREAT MOMENTS IN CONTEMPORARY ART event (see October). The Tansey poster is available for sale in the Museum Shop





Jamey Stilling's *Farmer Practicing Writing Exercises, Pantipitu, Nicaragua* (1981), part of the NICARAGUA MEDIA PROJECT exhibition.

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*Edited by:*

Jessica Schwartz

and

Marcia Landsman

## DIRECTOR'S REPORT

It is hard to believe that one year has elapsed since our move to SoHo. The year was a momentous one, from organizing the exhibition for the American Pavilion at the 41st Venice Biennale to facing the many challenges and growing pains resulting from a greatly enlarged facility.

Many exciting programs will be initiated this fall. Beginning in early December a portion of the Main Gallery space, the Window on Broadway, and the WorkSpace gallery will encompass an ON VIEW program, enabling us to present a variety of recent, innovative work year round. On December 8, Linda Montano will occupy the Mercer Street window for the next seven years as part of a major performance work, entitled *Seven Years of Living Art*. This project affords a greater opportunity for the public to experience work by artists whose lives are their art.

In this year, we have welcomed many new staff members, inaugurated a Docent Program and a new children's Education Program on Saturdays, and reorganized our internal structure to fit the needs of a growing Museum. Once again, I am most grateful for the extraordinary support of our Board of Trustees, our staff, and all our volunteers, interns, and docents, whose energy, stamina, and commitment to contemporary art have made this last year such a successful and rewarding one.

Marcia Tucker  
*Director*

Cover:  
Silvia Kolbowski's *Model Pleasure IV* (1984), a color photograph in *DIFFERENCE: ON REPRESENTATION AND SEXUALITY*, opening December 8. Photo: Mary Bachmann



# THE NEW MUSEUM OF CONTEMPORARY ART

## WALLS HAVE EARS

### en boca cerrada no entran moscas

Kay Rosen's *A Border Peece*, the "Window" installation on view in front of The New Museum through November 25.

## OCTOBER

### GOLUB

Through November 25

Organized by Curator Lynn Gumpert and former Curator Ned Rifkin, this comprehensive survey spans nearly forty years of the artist's career. Now sixty-two, Leon Golub was first recognized thirty years ago in Chicago, where he played a prominent role in the figurative expressionist movement. Golub's paintings depict the ravages of power on society and trace its influence through the metaphor of the mercenary and the interrogator. A catalogue is available.

### NICARAGUA MEDIA PROJECT

Through November 25

The image of Nicaragua, as presented in the media, is shown, along with alternative views by independent photojournalists and documentary photographers, in the Museum's WorkSpace Gallery. The exhibition surveys the dominant themes and images through which Nicaragua has been presented in the most influential American newspapers and news-magazines since the Sandanista Revolution in 1979. In addition, the process of editing news photography is examined, ranging from the contact sheet to the printed page, where new associations are created by accompanying text, captions, and graphic design. Represented are photographers from the United States, Canada, The Netherlands, France, West Germany, Mexico, Cuba, Chile, and Nicaragua.



Detail from Margaret Randall's *Sébacó, Nicaragua* (1981), a photograph included in the Nicaragua Media Project.

### "THE WINDOW": KAY ROSEN

Through November 25

*A Border Peece*, a window installation by painter Kay Rosen, consists of panels with words and verbal puns. Seen from Broadway, where commercial signs in English and Spanish compete for attention, Rosen's work provides a subtle message to passersby.

### "ADD-A-MEMBER" COCKTAIL PARTY AND ARTS UPDATE

Tuesday, October 9, 6 p.m.

The Museum's Membership Committee will hold a cocktail party inviting all Members to bring a friend who may be interested in joining The New Museum. The reception will coincide with *Arts Update*, an informal presentation of slides collected by the Museum's curatorial staff on their studio visits both in and out of New York City. This season's slide review, entitled *Tomorrow's Artists Today*, will be conducted by Director Marcia Tucker and Curator Lynn Gumpert. Special thanks to Pearl Paint and Nicholas D'Agostino, Jr., and D'Agostino Supermarkets, Inc., for their generous contributions. Please call the Museum if you are interested in attending.

### DESIGN NARRATIVES: "SEAT/SITE"

Wednesday, October 10, 6 p.m.

Sponsored by The New York Chapter of the Industrial Designers Society of America, The New Museum will host a series of discussions which will attempt to evaluate and interpret the character and vitality of American design. Talks will feature eminent designers, architects, engineers, scientists, and scholars from across the United States. The October program includes a conversation between Niels Diffrient, industrial designer, and Robert Venturi, architect, regarding their work for Sunar-Hausserman and Knoll. Admission: general \$8, The New Museum and IDSA members \$6, students \$4.

### CABBIES FOR COFFEE

Monday, October 15, 3-6 p.m.

New York City cab drivers are invited to drive up to the NEWest MUSEUM on the block for a cup of coffee and a croissant. Manhattan's greatest authorities of what to see and do in the Big Apple will have an opportunity to become acquainted with our Museum, on Broadway (between Houston and Prince).

### SATURDAY MORNING WORKSHOPS FOR CHILDREN

Saturdays, October 13-December 22, 10-11:45 a.m.

The Education Department is expanding its Youth Program by offering Saturday morning art classes, designed for third, fourth, and fifth graders. The workshops, conducted by Youth Program Instructor John Neely, will feature a

variety of activities related to photography, painting, and mask-making. For further information, contact the Education Department.

### ART QUEST: "DEALING IN THE EIGHTIES"

Wednesday, October 17, 7:30 p.m.

This month ART QUEST members are invited to attend a symposium of artists, collectors, dealers, and auctioneers for discussion. (Call Marcia Smith at the Museum for details.)

### GREAT MOMENTS IN CONTEMPORARY ART

Tuesday, October 23  
PATRONS' Cocktail Parties, 7 p.m.  
Dancing at AREA, 10 p.m.

Make your own art history at the most "artrageous" benefit party of the year. Everyone is invited. PATRONS' tickets of \$100 per person include a cocktail reception of your choice at one of ten exciting New York artists' studios, open bar at AREA, and a specially commissioned poster by Mark Tansey. (Tickets sold in advance only at The New Museum.)

GENERAL tickets of \$20 per person provide admission to AREA, the only nightclub in New York City that makes its own art statement. For *Great Moments*, there will be unique club decor with diorama installations featuring the work of some of New York City's newest and most exciting artists, as well as dancing and a cash bar. Tickets are available in advance at The New Museum Admissions Desk or at the door at AREA, 157 Hudson Street (at Canal). All ticket proceeds will benefit The New Museum of Contemporary Art.





Still from Dara Birnbaum's videotape, *Technology/Transformation: Wonder Woman* (1979), part of DIFFERENCE: ON REPRESENTATION AND SEXUALITY. Photo: Dara Birnbaum (see December).

## NOVEMBER

### A CONVERSATION WITH LEON GOLUB

Thursday, November 1, 7 p.m.

Leon Golub, whose work is the subject of the current retrospective at The New Museum, will discuss the many issues raised in his exhibition with artist colleague Martha Rosler.

### DESIGN NARRATIVES: "ON THE DESIGN OF MOVING BODIES II"

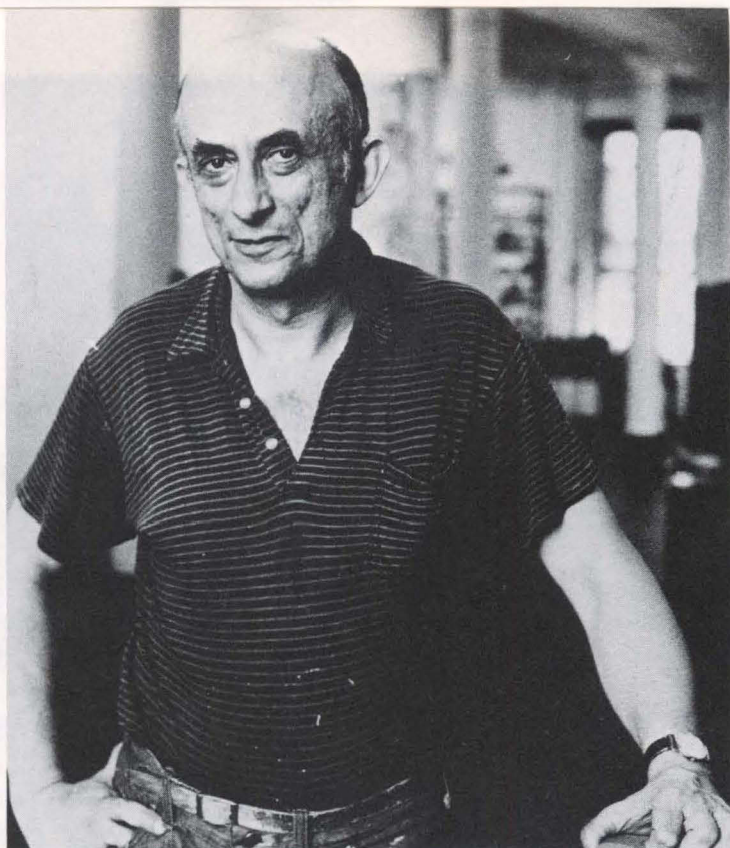
Thursday, November 15, 6 p.m.

As part of the continuing program sponsored by The New York Chapter of the Industrial Designers Society of America, discussion for this evening will be led by prominent individuals involved in design work for the NASA Space Programs. Speakers include William Bollandouk of Martin Marietta, Andrew Hoffman of Hamilton Standard and William Dougherty of I.L.C. Dover. Admission: general \$8, The New Museum and IDSA members \$6, students \$4.

### ART QUEST: "A WEEKEND IN BALTIMORE AND D.C."

November 17-18

ART QUEST takes an exciting trip to see the new wing at the Balti-



A conversation with Leon Golub. Photo: Joyce Ravid



Shoes Rhonda Zwilling Shoes and Mixed Medium. Photo: David Lubarsky

more Museum of Art on Saturday morning and, later that day, a tour of arts organizations and studios in Washington, D.C. On Sunday, we are cordially invited to a formal cocktail party with the trustees and Director Jock Reynolds of the Washington Project for the Arts, followed by an auction of recent contemporary work by Washington artists.

### HOLIDAY SHOP COCKTAIL PARTY PREVIEW

Monday, November 19, 7-9 p.m.

Over 200 handmade, limited-edition ornaments created by artists will be on preview sale in the Holiday Shop (located in the lobby of the Museum). Join in the pre-season festivities and select your favorite ornament for a holiday gift or for your own collection.

### ATTENTION ARTISTS

The New Museum is accepting ornaments made by artists for the Museum's HOLIDAY SHOP. All work accepted will be on a consignment basis on display and for sale in the Museum Shop through December. Ornaments may be submitted on *Mondays only*, between 2 and 6 p.m. For further information contact Susan Napack (212) 219-1222.





SHE COULD TAKE NO INTEREST IN ANY SUITOR  
SHE RESIGNED HERSELF  
TO THE COMPANIONSHIP OF HER FATHER,  
ACCOMPANYING HIM  
ON HIS TRIPS ABROAD

Victor Burgin's *Gratidia* (1982), a photograph with text seen in the DIFFERENCE exhibition.

## DECEMBER

### DIFFERENCE: ON REPRESENTATION AND SEXUALITY

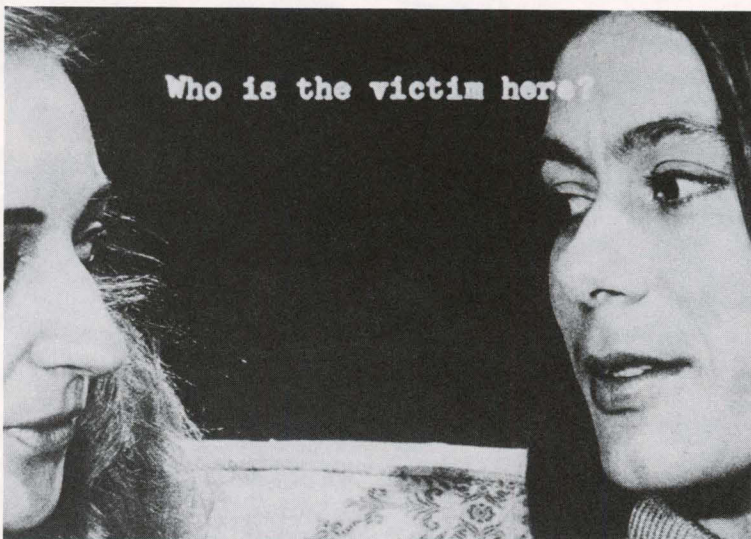
December 8, 1984–  
February 10, 1985  
Members' preview, Friday,  
December 7, 9–11 p.m.

Recent interest in the issue of representation has prompted many artists to explore the cultural formation of our notions of sexuality. Despite the significant body of visual work and the attention of film theory and general cultural research into the concept of gender, *Difference* is the first serious exhibition devoted to this issue. Organized by Guest Curator Kate Linker, the exhibition diverges from previous endeavors which have tended, instead, to address the sensationalistic topics of sex and sexual imagery. Through approximately 150 photographs and videotapes, ten American and British artists critically examine preconceived sexual stereotypes through a reiteration and re-use of extremely familiar images found in media, advertising, books, photography, and film.

Artists whose works are represented in the exhibition are Ray Barrie, Victor Burgin, Hans Haacke, Mary Kelly, Silvia Kolbowski, Barbara Kruger, Sherrie Levine, Yve Lomax, Jeff Wall, and



Still from Jean-Luc Godard's videotape, *France/Tour/Detour/Two/Children* (1980), in the DIFFERENCE exhibition.



Still from *Film About A Woman Who*, a 1974 film by Yvonne Rainer which can be seen at Joseph Papp's Public Theater in conjunction with DIFFERENCE (see *January*).

Marie Yates. Designed to include older as well as younger, less well-known artists, the choice also indicates the reach of these concerns to both sides of the Atlantic and the influence of certain British artists on their American peers.

A film and videotape program organized by Jane Weinstock will accompany the exhibition. Videotapes by Max Almy, Judith Barry, Raymond Bellour and Philippe Venault, Dara Birnbaum, Theresa Cha, Cecilia Condit, Jean-Luc Godard, Stuart Marshall, and Martha Rosler will be shown at The New Museum throughout the exhibition. For information on the film program, see *January*.

After The New Museum showing, the presentation will travel to The Renaissance Society at the University of Chicago (March 3–April 7), and to the Institute of Contemporary Arts, London (dates to be announced). A catalogue is available.

### PANEL — DIFFERENCE: ON REPRESENTATION AND SEXUALITY

Wednesday, December 12, 7 p.m.

In conjunction with the *Difference* exhibition, a panel discussion will be held with Guest Curator Kate Linker and other participants (to be announced). Please call the Museum for further details.





Still from *India Song*, a 1975 film by Marguerite Duras, which can be seen at Joseph Papp's Public Theater in conjunction with the DIFFERENCE exhibition (see January). Photo: Courtesy of The Museum of Modern Art

YOU MEET/THAT  
ON SOME/REALLY LOW  
DIFFERENCE!

DECEMBER



Linda Montano (left) giving a palm reading (1984) (see December). Photo: Coco Gordon

#### PERFORMANCE— “SEVEN YEARS OF LIVING ART” BY LINDA MONTANO

*Begins: Saturday,  
December 8,  
12–6 p.m.  
The New Museum's  
Mercer Street Window  
(between Houston and Prince)*

Internationally-renowned performance artist Linda Montano will initiate a seven-year residency at The New Museum beginning this December. Montano will occupy the Museum's rear window space one day a month for seven years. There spectators can join her for conversations and counseling about art and life. In this work, the artist intends to blur the distinctions between art and life by creating a mirror image of her private activities within the public space of the window. Through her commitment to a project of this duration, Montano regards herself as a “Guinea pig for consciousness,” disciplining her daily life to evoke a level of awareness that she can then translate to Museum visitors.

Following the teachings of the Yoga *Chakras*, a system for locating centers of consciousness, Montano will use a different color each year—in 1985 it will be red—to paint the window environment and clothe herself at the Museum and at home.

The 1985\* schedule of performances is as follows:

Friday, February 1  
Friday, March 1  
Wednesday, May 1  
Saturday, June 1  
Thursday, August 1  
Sunday, September 1  
Tuesday, October 1  
Friday, November 1  
Sunday, December 1

\*There will not be a performance when the first of the month falls on a Monday or a holiday.

#### ART QUEST: “PRE-HOLIDAY TOUR AND TOAST”

*Saturday, December 15, 2–7 p.m.*

A Manhattan tour of unaffiliated

artists' studios will be followed by the Annual Members Holiday Party, sponsored by the Museum's Activities Council and Membership Committee. ART QUEST, Museum Donors (Sustaining and above), and participants in last June's trip to Venice are invited to this special affair.

## JANUARY

#### DESIGN NARRATIVES: “ON THE DESIGN OF MOVING ARCHITECTURE”

*Thursday, January 17, 6 p.m.*

The final meeting of a program sponsored by The New York Chapter of the Industrial Designers Society of America will present designers, architects, and engineers involved in the planning for the first moving architecture in space. Speakers include Larry Bell of Houston, Ronald McCaffrey of Grumman Aerospace Corporation, and Terry Finn of NASA Space Station Task Force. Admission: general \$8, The New Museum and IDSA members \$6, students \$4.

#### DIFFERENCE: FILM PROGRAM

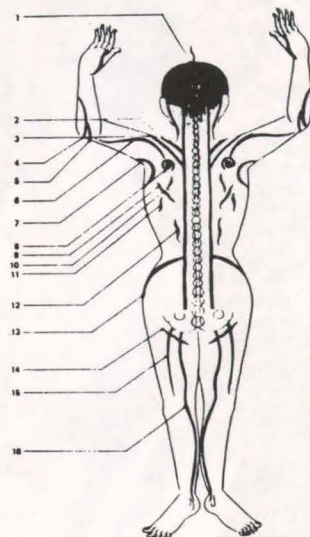
*Joseph Papp's Public Theater,  
425 Lafayette Street, New York City  
January 25–February 3*

In conjunction with *Difference: On Representation and Sexuality*, Joseph Papp's Public Theater will present eight feature-length and eight short films from Austria, France, Great Britain, the United States, and West Germany. Selected by Guest Curator Jane Weinstock, the films will focus on sexual difference as a formal as well as

thematic concern. Feature films include:

*Committed* (1984)  
by Sheila McLaughlin and  
Lynne Tillman, U.S.A.  
*Film About a Woman Who...* (1974)  
by Yvonne Rainer, U.S.A.  
*India Song* (1975) by Marguerite  
Duras, France  
*Invisible Adversaries* (1978) by Valie  
Export, Austria  
*Je, Tu, Il, Elle* (1974) by Chantal  
Acker, France  
*Nightshift* (1981) by Robina Rose,  
Great Britain  
*Riddles of the Sphinx* (1977) by  
Laura Mulvey and Peter Wollen,  
Great Britain  
*Variety* (1983) by Bette Gordon,  
U.S.A.

For further information on the film program call the Museum, or the Public Theater (beginning January 16) at (212) 598-7171.



Linda Montano will base her work, *Seven Years of Living Art*, on the energy systems in the body, as depicted in this drawing.





Still from *Je, Tu, Il, Elle*, a 1974 film by Chantal Akerman, which can be seen at Joseph Papp's Public Theater in conjunction with DIFFERENCE (see January).

#### **PUBLICATION PARTY** "Rethinking Representation"

There will be a celebration of the publication of *Rethinking Representation: Art and Criticism After Modernism*, a major anthology of recent art theory and criticism. Edited by Brian Wallis, the book will contain twenty-five essays by contemporary writers of art and cultural criticism. The book focuses on the critique of representation, a central issue of much of today's art. Individual essays examine the influence of the media, the eclipse of modernism, the shifting roles of artist and audience, and the important notions of artistic originality and cultural context. The book, co-published by The New Museum of Contemporary Art and David R. Godine of Boston, is made possible by a grant from The Henry Luce Foundation's Luce Fund for Scholarship in American Art.

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Part of the Museum's success over the years has been due to the notable efforts of our interns and volunteers who help the staff in a wide variety of tasks. Responsibilities may range from curatorial research to supervising youth groups to helping install an exhibition. This past year, the Museum inaugurated a Docent Program, in which a selected group of volunteers were trained by Museum staff to lead school or adult groups through our exhibitions. The Museum is always looking for volunteer assistance. Please call (212) 219-1222 for further information about the volunteer programs.





Photo: David Lubarsky

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January-June 1984

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\*\* In 1983 The New  
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Still from *Variety*, a 1983 film by Bette Gordon, which can be seen at Joseph Papp's Public Theater in conjunction with *DIFFERENCE* (see *January*). Photo: Nan Goldin



GENERAL INFORMATION

ART QUEST

ART QUEST, the Museum's collectors' forum, brings together individuals who share a commitment to the world of contemporary art. Each month ART QUEST provides its members with the invaluable opportunity to speak informally with critics, curators, and artists in the homes of private collectors and in the studios of unaffiliated artists. In the past The New Museum has acquainted ART QUEST members with the work of Tom Butter, Keith Haring, James Hill, Judith Linhares, and Mark Tansey before any public showings.

A limited-edition print, available exclusively to ART QUEST members, is commissioned each year. This year's print was executed by Cheryl Laemmle, who first exhibited at the Museum in 1982.

ART QUEST comprises a separate category of membership and supports one exhibition annually. For more information about the program or the schedule of fall events, please contact Marcia Smith at the Museum.

EDUCATION ACTIVITIES

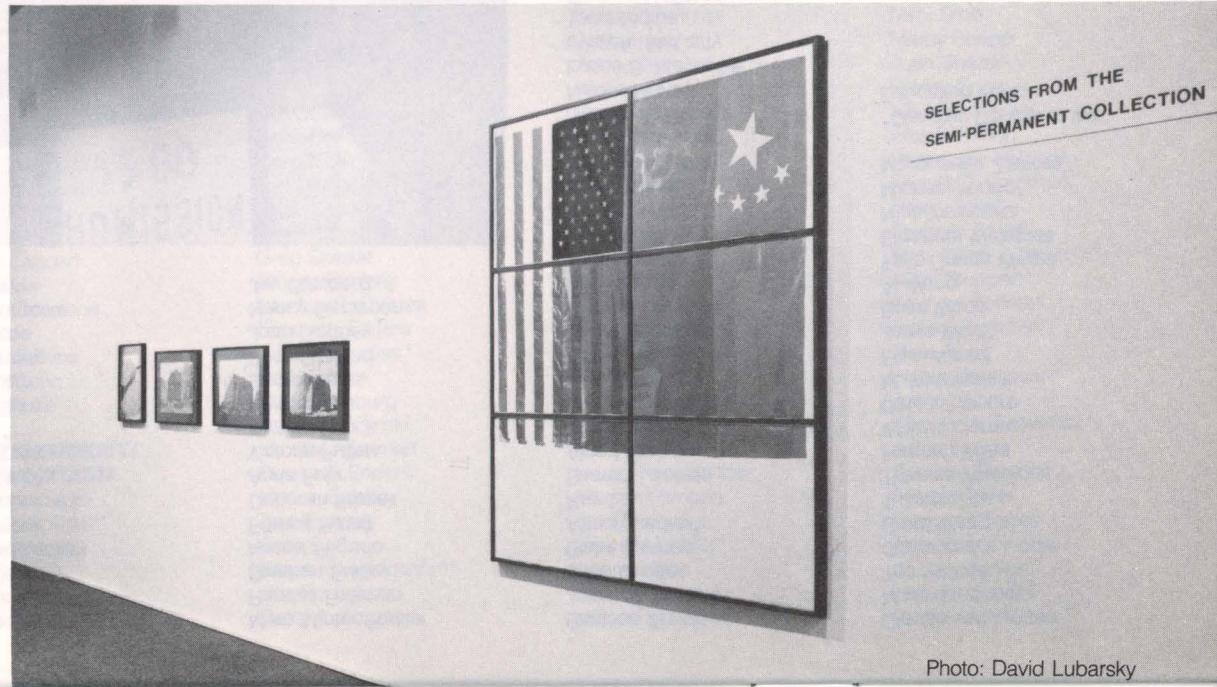
**Youth Program:** The Museum continues to serve elementary schools in New York City. The two-part format combines an outreach program of classroom slide presentations with artist-led workshops held at the Museum. **Interns:** Undergraduate and graduate students seeking an internship for course credit at the Museum should request an application form from the Education Department. **Group Visits:** School or adult groups who would like to schedule a visit to the Museum should also contact the Education Department. Docents will be available most days to provide informative gallery talks.

ON VIEW

Accompanying the opening of *Difference* in December, the Museum will inaugurate a tripartite series of exhibitions under the title, ON VIEW. A new gallery will be constructed on the main exhibition floor to continuously feature work by artists who have not received significant exposure in New York City. **WorkSpace**, the gallery located on the second level, will be used for both site-specific installations and smaller exhibitions. **"The Window,"** visible from Broadway, will continue to be used as an installation space which willfully engages the general public. All three formats will remain "on view" for approximately eight weeks and will be accompanied by a handout with a brief essay and documentation. For information on current artists participating in ON VIEW, please call the Museum.

SEMI-PERMANENT COLLECTION

With the recent formation of the Accessions Committee, The New Museum has begun to formulate officially its policies concerning the Semi-Permanent Collection. In order to avoid becoming an historical museum, it has always been our intention to collect art only from the past ten years. After documenting and exhibiting the work for another ten years, we will then sell the collection to other museums and public institutions, and use the proceeds to continue purchasing more recent works of art. We have also gratefully accepted donations of appropriate works and, beginning this fall, are displaying on a permanent basis a changing selection in the Museum lobby.



MEMBERSHIP APPLICATION

I wish to enroll as a member of The New Museum in the category indicated below:

**The New Museum needs your help to continue its programs. Your membership in The New Museum is an opportunity to support art by living artists. We invite your participation.**

CATEGORIES OF MEMBERSHIP

☐ **\$15 Artist/Student/Senior Citizen (62 or older)**  
Free Admission to Exhibitions  
10% Discount on Museum Publications  
Calendar of Events  
Advance Notice of Special Events  
10% discount on art supplies at New York Central for artist members  
Invitations to Exhibition Openings  
Reduced Admission to Lectures, Symposia and Panel Discussions  
Listing on Members Roster

☐ **\$30 Individual**  
All of the Above Benefits, plus:  
25% Discount on Museum Publications  
Current Exhibition Catalogue  
10% Discount at the Museum Shop

☐ **\$50 Family or Shared Membership**  
All of the Above Benefits for Two People

☐ **\$100 Supporting**  
All of the Above Benefits, plus:  
Two Free Exhibition Catalogues (your choice)  
40% Discount on Museum Publications  
Bi-annual Report  
Free Admission to *Arts Updates*

☐ **\$250 Sustaining**  
All of the Above Benefits, plus:  
Invitations to Special Openings with Artists & Curators  
All Exhibition Catalogues  
New York City Artists Studio Tour

☐ **\$500 Sponsoring**  
All of the Above Benefits, plus:  
"The Portable Gallery, S.M.S.," a limited edition of original works of art published by The Letter Edged in Black Press Inc.(Cply).

☐ **\$1,000 Patron**  
All of the Above Benefits, plus:  
A Limited-Edition Work of Art, commissioned by The New Museum.

☐ **\$2,500 Benefactor**  
All of the Above Benefits, plus:  
A Special Tour to studios of unaffiliated artists with a Museum Curator  
Listing on the Benefactors Plaque in the Museum Lobby

☐ **\$5,000 Founder**  
All of the Above Benefits, plus:  
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☐ **Gallery Memberships** of \$250 or more and **Corporate Memberships** of \$1,000 or more are available. Please contact Charles A. Schwefel for details.

**ART QUEST** is The New Museum's Collectors' Forum. Please contact Marcia Smith for details.

Museum memberships paid for a twelve-month period are tax-deductible to the extent allowed by law.

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Principal Evelyn Williams-Castro (second from left) of P.S. 308, Brooklyn, addressing children who participated in New to Us: Children's Ideas on Museums, an exhibition at The Museum last June. Photo: Veronica M. Saddler



Fourth-grade class participating in workshop conducted at The Museum. Photo: Bonnie Johnson

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THE MUSEUM SHOP

The Museum Shop, open to the public during Museum hours, carries exhibition catalogues and brochures; handcrafted objects and artist prints and books produced in multiples; resource materials for artists, published by arts service organizations and artists' interest groups; and maps and guides.

PUBLICATIONS  
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SUBSCRIPTION PROGRAM

Each year the Museum publishes approximately six illustrated exhibition catalogues, with critical essays, artist biographies, and bibliographies. Now a Catalogue Subscription Program has been developed, assisted by a grant from The New York Community Trust, in order to reach more art organizations and individual enthusiasts than ever before.

Subscribers will receive all exhibition catalogues and brochures published during the year they join, as well as the special ring-binder. The 1984-85 Subscription Program will be available September 1984.

For additional information on the 1984-85 Subscription Program, as well as educational and trade discounts, please contact the Museum Shop, The New Museum of Contemporary Art, 583 Broadway, New York, NY 10012,  
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HOURS:

Tues.-Sun., 12-6 p.m.  
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(5-8 p.m. free)

SUGGESTED ADMISSIONS

General: \$2.50  
Artists, students & seniors: \$1.50  
Children under 12: free  
Members: free

Contributions for admission to The New Museum of Contemporary Art are on a voluntary, pay-as-you-can basis.

The New Museum of Contemporary Art is a not-for-profit, tax-exempt organization chartered by the New York State Board of Regents. A copy of our Annual Report filed with the Department of State may be obtained upon request by writing to the Museum or the Department of State, Office of Charities Registration, Albany, NY 12231.



Barbara Kruger's *Now you see us, now you don't* (1983), a photograph included in *DIFFERENCE: ON REPRESENTATION AND SEXUALITY*, an exhibition opening on December 8. Photo: Barbara Kruger



**Now you see us**

**Now you don't**

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