GREAT MOMENTS IN CONTEMPORARY ART

THE NEW MUSEUM OF CONTEMPORARY ART

INNOCENT EYE

MARK TAMSEY'S (STUDY) FROM COLLEGE/ DRAWING BY AD REINHARDT (1984), A DRAWING SPECIALLY COMMISSIONED FOR THE MUSEUM'S GREAT MOMENTS IN CONTEMPORARY ART EVENT (SEE OCTOBER). THE TAMSEY POSTER IS AVAILABLE FOR SALE IN THE MUSEUM SHOP.

AREA

OCTOBER 23, 1984
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Printing: Conceptual Litho, Inc.

Edited by: Jessica Schwartz and Marcia Landsman

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

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
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 Sandinista 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.

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.

Nicaragua Media Project
PRG, IECT
Through November 25

"The Window", Kay Rosen
Through November 25
A Border Peice, 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
Tuesday, October 23
3-6 p.m.
New York City cab drivers are invited to drive up to the New West MUSEUM on the block for a cup of coffee and a crossword. 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 art 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 $80 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.

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

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 Bolendouk 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 Baltimore 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 Jack 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.

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.
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, Sheree Levine, Vve Lomax, Jeff Wall, and

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 Amy, 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.

A film and videotape program organized by Jane Weinstock will accompany the exhibition. Videotapes by Max Amy, 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 Jean-Luc Godard’s videotape, France/Tour/EnTour/Tour/Children (1980), in the DIFFERENCE exhibition.
Gordon conversations and dance artist Linda Montano one day a month for seven years. There spectators can join her for to a project of this duration, ties within the artist intends to then the Museum's rear window space between art and mirror image of her private activi- life. In 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:

<table>
<thead>
<tr>
<th>Date</th>
<th>Performance</th>
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</thead>
<tbody>
<tr>
<td>Friday, February 1</td>
<td>Yoga Chakras, a system for locating centers of consciousness.</td>
</tr>
<tr>
<td>Friday, March 1</td>
<td>Yoga Chakras, a system for locating centers of consciousness.</td>
</tr>
<tr>
<td>Wednesday, May 1</td>
<td>Yoga Chakras, a system for locating centers of consciousness.</td>
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<tr>
<td>Saturday, June 1</td>
<td>Yoga Chakras, a system for locating centers of consciousness.</td>
</tr>
<tr>
<td>Thursday, August 1</td>
<td>Yoga Chakras, a system for locating centers of consciousness.</td>
</tr>
<tr>
<td>Sunday, September 1</td>
<td>Yoga Chakras, a system for locating centers of consciousness.</td>
</tr>
<tr>
<td>Tuesday, October 1</td>
<td>Yoga Chakras, a system for locating centers of consciousness.</td>
</tr>
<tr>
<td>Friday, November 1</td>
<td>Yoga Chakras, a system for locating centers of consciousness.</td>
</tr>
<tr>
<td>Sunday, December 1</td>
<td>Yoga Chakras, a system for locating centers of consciousness.</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Venue</th>
<th>Performance Name</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>The New Museum's Mercer Street Window between Houston and Prince</td>
<td>Yoga Chakras, a system for locating centers of consciousness.</td>
<td>Saturday, December 15, 2–7 p.m.</td>
</tr>
</tbody>
</table>

A Manhattan tour of unaffiliated artists' studies 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 McCreavy 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:

- 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 Akerman, France
- Nightshift (1981) by Robina Rose, Great Britain
- Riddles of the Sphinx (1977) by Laura Mulvey and Peter Wollen, Great Britain
- Varieties (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.
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.

NEW MUSEUM VOLUNTEERS SUMMER 1984

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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.
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January - June 1984

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Sydney and Frances Lewis
Martha Margules
Richard Owens
Robin Schreiner-Littlewood
Mr. & Mrs. Donald Yung
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 Butler, Keith Haring, James Hill, Judith Linhares, and Mark Tansey before any public announcements.

A limited-edition print, available exclusively to ART QUEST members, is commissioned each year. This year’s print was executed by Haring, James In the studios of Hill, Linhares, and Mark Tansey before any public announcements. For information on current artists participating in ON VIEW, please call 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," a visit 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.

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.

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

I would like to add $5.00 or $ _______ to my membership to support the Museum’s Education program.

Total Amount Enclosed $__________

Ms./Mr./Mrs./Mrs./Mr. & Mrs.

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
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:
Customized Design of art published by The Letter Edged in Black Press Inc (Copy)

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Listing on the Benefactors Plaque in the Museum Lobby

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Listing on the Founders Plaque in the Museum Lobby

Gallery Memberships of $250 or more and Corporate Memberships of $1,000 or more are available. Please contact Charles A. Schwalb for details.

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

My membership is new _______ renewed _______

Does your employer have a matching gift program?
If so please indicate.

Yes □ No □

Name and Address of Company

MEMBERSHIP NAME as you wish it to appear in the Annual Report, a different from above

Street Address

City, State, Zip Code

Home Telephone

Business Telephone

Photo: David Lubarsky
THE NEW MUSEUM EXHIBITION PUBLICATIONS

- EARLY WORK BY FIVE CONTEMPORARY ARTISTS (1977) $6.00
- NEW WORK/New York (1977) $6.00
- OUTSIDE NEW YORK (1978) $6.00
- BARRY LE VA: FOUR CONSECUTIVE INSTALLATIONS AND DRAWINGS (1978) $10.50
- THE INVENTED LANDSCAPE (1979) $7.50
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- IN A PICTORIAL FRAMEWORK (1979) $6.00
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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
Barbara Kruger's "Now you see us, now you don't," an exhibition on December 8. Photo: Barbara Kruger