

**RHETORICAL  
IMAGE**

December 9, 1990 to February 3, 1991

**THE NEW MUSEUM OF CONTEMPORARY ART**

*Rhetorical Image*, a cross-national and multigenerational exhibition, brings together twenty artists to survey different ways of addressing political, social, and cultural issues. Organized by guest curator Milena Kalinovska, this timely exhibition will examine how links between art and politics are formulated by artists who work in a variety of situations, yet dealing with similar concerns. Though the artists are from different political and cultural backgrounds—

Western Europe, Eastern Europe, North America, Brazil, and Japan—*Rhetorical Image* is concerned not with national contexts, but rather with the particularities of each artist's work. The exhibition ranges from Barbara Steinman's installation considering fragile distinctions of the "outsider" status between immigrants, refugees, and tourists; to Rose Finn-Kelcey's use of hundreds of coins depicting Van Gogh's *Sunflowers* to deal with the question of art and its consumption; to a project by Muntadas, presented in collaboration with the Public Art Fund, Inc., involving an altered limousine, a stereotypical metaphor for power, that will project slides on its passenger windows visible to passersby while it circulates around New York City.

*Rhetorical Image* makes it possible to re-examine works by established artists and groups such as Art & Language, On Kawara, and Lawrence Weiner, while introducing to a U.S. audience the works of lesser known artists such as Tomislav Gotovac, Thomas Huber, Jiří Kolář, and Jarosław Kozłowski. Other artists participating are Dennis Adams, Judith Barry, Lothar Baumgarten, Braco Dimitrijevic, Ian Hamilton Finlay, Félix González-Torres, Ilya Kabakov, Cildo Meireles, Tatsuo Miyajima, and Krzysztof Wodiczko.

# RHETORICAL IMAGE

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*Tomislav Gotovac, Paranoia View Art/Hommage to Glenn Miller, 1988. Documentation of a performance in the Minoriten Church in Krems-Stein, Austria. This and additional photographs, newspaper clippings, photocopies, and other materials, make up a long-range work, Documenta (1956-1990), which will be represented in Rhetorical Image with over 150 pieces.*

*Photo: Nino Semialjac © Tomislav Gotovac and Nino Semialjac*

A special resource room co-organized for *Rhetorical Image* by Education Curator Susan Cahan and artist Julie Ault, provides documentation and information on the artists and issues in the exhibition. Visitors are asked to consider questions about the roles of art today: How do artists from different social and cultural environments respond to political and historical events? Can art intervene in politics or can it only record and describe? Is such description a political act? What strategies or “rhetorical devices” have artists used to influence public perceptions of historical events? How effective have they been?

A fully illustrated 96-page catalogue, including statements by or interviews with the artists by critic Bruce Ferguson, essays by critic Nena Dimitrijevic and curator Milena Kalinovska, and contributions by writers Friedrich Dürrenmatt, Susan Deitch, and Deirdre Summerbell, also editor of the catalogue, will accompany the exhibition.

*Rhetorical Image* has been made possible with generous grants from the National Endowment for the Arts, the Andy Warhol Foundation for the Visual Arts, the New York State Council on the Arts, Robert Lehrman, Goethe House New York, the Japan Foundation, the British Council, and the Canadian Consulate General in New York. The Muntadas project is sponsored by the Public Art Fund, Inc.

*Rose Finn-Kelcey, Bureau de Change, 1987. Detail of an installation at Cartwright Hall, Bradford, England.*



*Cover photo: Karel Hajek, Students Demonstrating Against Fascism, 1936. Detail. Black-and-white photograph. Private Collection.*

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## WEEKEND

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Museum docents are available to engage in one-to-one discussions on the current exhibitions every Sunday from 3:00 to 5:00 (except Dec. 23 and 30). These talks are designed to enhance visitors' understanding and enjoyment of issues in contemporary art and culture through informal conversation. Docents are prepared to answer questions, suggest resources for further information, or address any topic of interest. No appointment is necessary.

## RHETORICAL IMAGE

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Informal artists' talks are held in *Rhetorical Image* every Saturday at 2:00 from Dec. 15 to Feb. 2 (except Dec. 29 and Jan. 5). These talks explore ways in which contemporary art brings personal beliefs and aesthetic concerns into dialogue with national and international political events. Participating artists include Dennis Adams, Judith Barry, Félix González-Torres, and Muntadas. Please call the Museum for more information.

## DECEMBER

1 Saturday  
**A DAY WITHOUT ART**  
The Museum will participate in a national day of action and mourning in response to the AIDS crisis.

8 Saturday 4:30 - 6:00  
**MEMBERS' RECEPTION**  
Opening reception for **RHETORICAL IMAGE**

9 Sunday Noon  
**RHETORICAL IMAGE** opens to the public  
3:00 - 5:00  
**WEEKEND DIALOGUES**  
Docents are available to engage in one-to-one discussions

15 Saturday 2:00  
**ARTISTS' TALK**  
Informal gallery talk by Muntadas

22 Saturday 2:00  
**ARTISTS' TALK**  
Informal gallery talk by artist Judith Barry with critic Jean Fisher

## JANUARY

6 Saturday, 3:00 - 5:00  
**WEEKEND DIALOGUES**

12 Saturday 2:00  
**ARTISTS' TALK**  
Informal gallery talk by artist to be announced

13 Sunday 3:00 - 5:00  
**WEEKEND DIALOGUES**

16 Wednesday 4:00 - 5:30, free  
**TEACHER AND STUDENT WORKSHOP**

19 Saturday 2:00  
**ARTISTS' TALK**  
Informal gallery talk by Dennis Adams

20 Sunday 3:00 - 5:00  
**WEEKEND DIALOGUES**

26 Saturday 2:00  
**ARTISTS' TALK**  
Informal gallery talk by Félix González-Torres

27 Sunday 3:00 - 5:00  
**WEEKEND DIALOGUES**

## FEBRUARY

2 Saturday 2:00  
**ARTISTS' TALKS**  
Informal gallery talk by artist to be announced

3 Sunday 3:00 - 5:00  
**WEEKEND DIALOGUES**  
6:00  
**RHETORICAL IMAGE** closes

### LOCATION

583 Broadway, between Prince and Houston Streets  
New York City 10012

### HOURS

Wednesday, Thursday, and Sunday: Noon to 6:00  
Friday, Saturday: Noon to 8:00  
Monday, Tuesday: closed

### PHONE

For more information call (212) 219-1222

## TEACHER AND

"Can Art Change the Way We See the World?"

January 16, 1991 4:00 - 5:30

This free workshop, held in *Rhetorical Image* with Education Curator Susan Cahan and High School Programs Coordinator Zoya Kocur, provides an opportunity to think about recent art and culture with other teachers, students, and Museum staff. To register, please call the Museum.

## STUDENT WORKSHOP

## \$PENT:

### CURRENCY, SECURITY, AND ART ON DEPOSIT

A group exhibition at Marine Midland Bank, 599 Broadway at Houston Street. Through March 1, 1991. Organized by Luis De Jesus, Curatorial Intern.

*\$pent* investigates how some contemporary artists, raised on television, glamorous advertising campaigns, and tabloid headlines, approach issues of consumerism. The exhibition focuses on ideas of money, power, exchange, and trust in response to its setting in a bank. Artists include Ted Abramczyk, Jack Anderson, Devon Dikeou, Serge Kliaving, Corky Lee, Les Leveque, Glenn Ligon, Donald Moffett, Paul Ramirez, Julia Scher, Irini Scocos, Gary Simmons, Carrie Mae Weems, and Chris Wilder. For more information, call (212) 219-1355.

Made possible with the support of Marine Midland Bank. The Curatorial Internship is funded by the National Endowment for the Arts.

## A DAY WITHOUT ART

On Saturday, December 1, the Museum will join hundreds of art institutions to mark "A Day Without Art," a national day of action and mourning in response to the AIDS crisis. *Gran Fury* will drape the Broadway window and entryway in black and will hang several L.E.D. signs that will flash statistics and statements on AIDS. The installation, funded by the William Olander Memorial Fund, refers to ACT UP's 1987 New Museum installation *Let the Record Show....* In conjunction with "Day Without Art," the Museum staff invites members and friends during the December holiday season to participate in a month-long volunteer program with AIDS service organizations. For more information on becoming involved, please call the Museum.

# ONGOING PROGRAMS

**LIBRARY** The Soho Center Library at The New Museum has developed into one of the most important resource centers in New York City for the study of contemporary art and issues. Since its founding in 1985, the Library has amassed over 12,000 volumes. With the recent completion of major renovation, the periodical section has been enlarged and made more accessible. The Library is a free, non-lending resource center. Appointments are preferred.

**GROUP VISITS** Group visits are available for adult groups and for school groups grades 7 through 12. Gallery talks for visiting groups are provided free of charge. These talks are designed to stimulate active inquiry into issues in contemporary art and culture through close examination of the Museum's exhibitions. For more information or to arrange a visit, please call Phyllis Gilbert, Docent Coordinator.

**INTERNSHIPS** Museum internships are designed to provide hands-on training in arts management for qualified students. They are offered in various departments throughout the year and give students a comprehensive overview of Museum operations. For more information, please call Jyoti Duwadi, Coordinator of Academic and Volunteer Programs.

**ARTQUEST** ArtQuest is the Museum's collectors' forum: a knowledgeable group dedicated to the understanding of contemporary art. Programs include visits to artists' studios for intimate discussions; meetings with guest speakers such as critics, artists, and museum professionals, and studio tours of promising, unaffiliated artists. In January Curator Gary Sangster will lead a tour of a major contemporary art collection in New York City. In addition to the wide range of special activities that comes with membership, ArtQuest provides invaluable support for the Museum's exhibitions and programs. Membership is \$1,500. For information on joining this group, please call Aleya Saad, Special Events Coordinator.

**INSIDE/ART** Inside/Art provides outstanding opportunities to explore contemporary art with a young and enthusiastic group of New Yorkers. This year's events include an evening of performance art, an excursion to artists' studios, and a tour of a major corporate collection. All events are led by a New Museum curator. Membership is \$200. For information on joining the group, please call Maren Hensler, Inside/Art Coordinator.

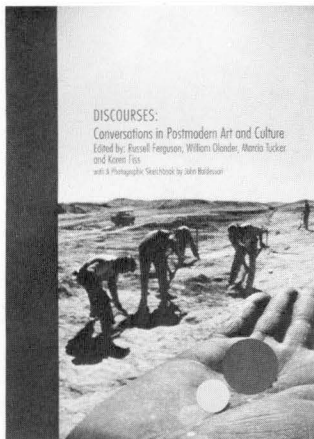
**IN OUR FUTURE** *Cadences: Icon and Abstraction in Context* will open to the public on February 16. Organized by Curator Gary Sangster, *Cadences* will examine how contemporary abstract art can encompass social and political meaning encoded in the artists' own unique artistic vocabularies.



## CHRISTIAN MARCLAY MULTIPLE

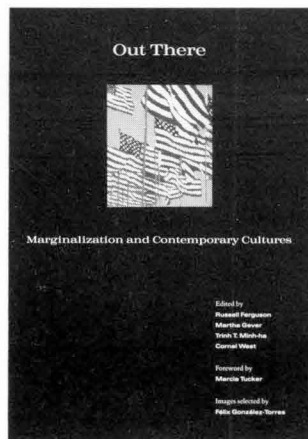
In the fall of 1989, Christian Marclay created *Tape Fall*, an installation for the exhibition *Strange Attractors: Signs of Chaos* at the Museum. Using over 500 reels of tape prerecorded with the sound of dripping water, *Tape Fall* was one of the most talked-about works in the *Chaos* exhibition.

As a continuation of the installation, the artist has created *Bottled Water*, a special multiple for the Museum. Marclay has filled 150 wine bottles with tape from *Tape Fall*, silk-screened a text on the front of each bottle, and sealed each with cork and sealing wax stamped with its edition number. It is available to Museum members for \$300 and to non-members for \$350, which includes a complimentary one-year Museum membership. For more information, please call the Museum.



## NEW PUBLICATIONS

Two new books in the Museum's series "Documentary Sources in Contemporary Art" have recently been co-published with MIT Press. *Discourses: Conversations in Postmodern Art and Culture* (\$29.95), edited by Russell Ferguson, William Olander, Marcia Tucker, and Karen Fiss with a photographic sketchbook by John Baldessari, documents conversations that touch on numerous topics of current contention.



*Out There: Marginalization and Contemporary Cultures* (\$25.00), edited by Russell Ferguson, Martha Gever, Trinh T. Minh-ha, and Cornel West with images selected by Félix González-Torres, deals with questions of representation, encompassing not just the visual but also the social and psychological aspects of cultural identity. *Discourses* and *Out There* are available in the Museum's bookstore located in the lobby.

# WINTER 1990-1991

**TheNewMuseum**  
OF CONTEMPORARY ART

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New York, New York  
10012

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