

# FROM RECEIVER TO REMOTE CONTROL: THE TV SET

September 14 – November 25, 1990

*From Receiver to Remote Control: The TV Set* traces television's domestic evolution from a technological miracle to a ubiquitous household object. In the early days of television marketing, the set was promoted as a sophisticated source of "culture." In this promotional photograph from the late 1940s of a DuMont set, parallels are drawn between the magic of television and the high art of oil paintings and classical records.

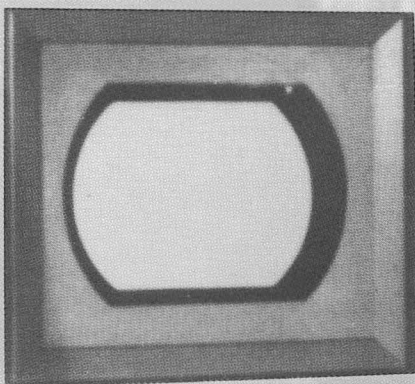
Photo: Smithsonian Institution.



# FROM RECEIVER TO REMOTE CONTROL: THE TV SET

Sept. 14 through Nov. 25, 1990

No other 20th-century invention tells us more about the American family and the American home than the television set. *From Receiver to Remote Control: The TV Set* explores the social impact of this most ubiquitous piece of domestic technology. Conceived and organized by guest curator and artist Matthew Geller and designed by Judith Barry and Kenneth Saylor, the exhibition features over 100 vintage and contemporary sets, VCRs, and other TV accessories. It evaluates how the advent of telecommunications in the form of the set has shaped our identity in the home and family, our sense of leisure time, our notion of community, and other cultural attitudes.



When the set first arrived in the home after World War II, its sheer physical presence caused shock waves in the family. This exhibition explores the ways in which Americans approached these changes by creating an array of domestic settings for TV watching, displaying marketing strategies through promotional brochures and advertisements, and illuminating details of the set's design.

*From Receiver to Remote Control: The TV Set* also features a number of projects designed to highlight television's diverse roles in contemporary society. In **The All-Channels Room** visitors have remote control over the sound from a battery of 45 television sets simultaneously transmitting every station available in New York City. **Homemade TV** offers visitors the opportunity to participate in a collectively generated video project on the nature and function of television. Visitors will be able to borrow camcorders and make their own videotapes in the exhibition. Hands-on editing sessions will be conducted every Sunday (except September 30 and November 11) from 1:00 to 5:00 with artist Branda Miller; the edited tapes will be compiled and shown in the exhibition. Participants are encouraged to explore how they watch, when they watch, and why they watch television. **Homemade TV** will also reveal the abstract, constructed nature of TV images.

*From Receiver to Remote Control: The TV Set* was made possible with funding from the Design and Museum Programs of the National Endowment for the Arts, the New York State Council on the Arts, the Andy Warhol Foundation for the Visual Arts, and the Jerome Foundation. Special support was provided by Manhattan Cable Television. Additional assistance was provided by Bang & Olufsen; Casio, Inc.; Emerson Radio Corp.; Fosgate/Audionics; Mitsubishi Electronics Sales America, Inc.; Monster Cable Products Inc.; Philips Consumer Electronics Company; Pioneer Electronics (USA) Inc.; RCA/Thomson Consumer Electronics, Inc.; Sharp Electronics Corporation; Sony Corporation of America; Vidikron of America, Inc; Zenith Electronics Corporation; and Materials for the Arts, New York City Department of Cultural Affairs; with special thanks to Richard Ekstract.

The exhibition is accompanied by a major publication, coedited by Matthew Geller and Reese Williams. With essays by leading writers on media, photographs of domestic television settings, reprints of advertisements, and interviews with figures in the media industry, this **144-page catalogue** illuminates a still rapidly evolving, fifty-year-old social history, while anticipating the set's role in our future.

## Fall 1990

## September



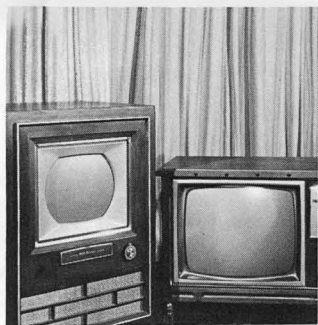
### FROM RECEIVER TO REMOTE CONTROL: THE TV SET

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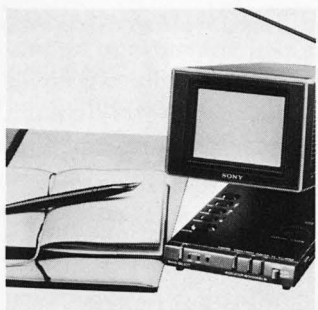
### HOMEMADE TV

"Homemade TV" is a collectively generated video project on the nature and function of television. Visitors can borrow camcorders to make their own videotapes in the Museum, and join hands-on editing sessions with artist Branda Miller.



### WEEKEND DIALOGUES

Museum docents are available every Sunday from 3:00 to 5:00 pm (except October 7 and November 25) to engage in one-to-one discussions on the current exhibitions. Docents are prepared to answer questions, suggest resources for further information, or address any related topic of interest. No appointment is necessary.



### TEACHER AND STUDENT WORKSHOP

"TV or Not TV: Perceptions of Television within the Home, Family, and School"

Wednesday, October 10  
4:00 - 5:30 pm

Since it was first introduced, television has been the subject of speculation, fantasy, criticism, and debate. How has it affected individual identity and society? Teachers and students are invited to explore these issues through informal exchange and group discussion with Susan Cahan and Zoya Kocur of the Education Department. Free of charge. Please call for more information or to register.

THURSDAY 13

MEMBERS' RECEPTION 7:30 - 9:00 PM

Opening reception for *From Receiver to Remote Control: The TV Set*

FRIDAY 14

NOON

*From Receiver to Remote Control* opens to the public

SUNDAY 16

HOMEMADE TV 1:00 - 5:00 PM

Hands-on editing sessions with artist Branda Miller

WEEKEND DIALOGUES 3:00 - 5:00 PM

Docents are available to engage in one-to-one discussions

SUNDAY 23

HOMEMADE TV 1:00 - 5:00 PM

Hands-on editing sessions with artist Branda Miller

WEEKEND DIALOGUES 3:00 - 5:00 PM

Docents are available to engage in one-to-one discussions

SUNDAY 30

WEEKEND DIALOGUES 3:00 - 5:00 PM

Docents are available to engage in one-to-one discussions

## October

SATURDAY 6

SEVEN YEARS OF LIVING ART NOON - 5:30 PM

Linda Montano talks about art and life in the Mercer Street Window.

SUNDAY 7

HOMEMADE TV 1:00 - 5:00 PM

Hands-on editing sessions with artist Branda Miller

WEDNESDAY 10

TEACHER AND STUDENT WORKSHOP 4:00 - 5:30 PM

*TV or Not TV: Perceptions of Television within the Home, Family, and School.* Conducted by Education Curator Susan Cahan and other members of the Education Department

SUNDAY 14

HOMEMADE TV 1:00 - 5:00 PM

Hands-on editing sessions with artist Branda Miller

WEEKEND DIALOGUES 3:00 - 5:00 PM

Docents are available to engage in one-to-one discussions

SUNDAY 21

HOMEMADE TV 1:00 - 5:00 PM

Hands-on editing sessions with artist Branda Miller

WEEKEND DIALOGUES 3:00 - 5:00 PM

Docents are available to engage in one-to-one discussions

SUNDAY 28

HOMEMADE TV 1:00 - 5:00 PM

Hands-on editing sessions with artist Branda Miller

WEEKEND DIALOGUES 3:00 - 5:00 PM

Docents are available to engage in one-to-one discussions

## November - December

SUNDAY 4

HOMEMADE TV 1:00 - 5:00 PM

Hands-on editing sessions with artist Branda Miller

WEEKEND DIALOGUES 3:00 - 5:00 PM

Docents are available to engage in one-to-one discussions

SUNDAY 11

WEEKEND DIALOGUES 3:00 - 5:00 PM

Docents are available to engage in one-to-one discussions

SUNDAY 18

HOMEMADE TV 1:00 - 5:00 PM

Hands-on editing sessions with artist Branda Miller

WEEKEND DIALOGUES 3:00 - 5:00 PM

Docents are available to engage in one-to-one discussions

SUNDAY 25

HOMEMADE TV 1:00 - 5:00 PM

Hands-on editing sessions with artist Branda Miller

6:00 PM

*From Receiver to Remote Control: The TV Set* closes

THURSDAY 6  
DECEMBER

MEMBERS' RECEPTION 7:30 - 9:00 PM

Opening reception for *Rhetorical Image*

### MUSEUM HOURS

Wednesday, Thursday, and Sunday: noon to 6 pm  
Friday and Saturday: noon to 8 pm Monday and Tuesday: closed

# 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 the Museum.

## HIGH SCHOOL ART CRITICISM PROGRAM

The Museum's High School Art Criticism Program introduces public high school students to contemporary art through a semester-long series of lectures, museum visits, studio visits with artists, and studio projects. The program enables students to approach and analyze contemporary art through a focus on their own experiences. The Museum is currently accepting a limited number of new schools into the program. For more information and application guidelines, please call Zoya Kocur, High School Programs Coordinator.

## IN OUR FUTURE

On December 7, the Museum opens to the public with *Rhetorical Image*, a cross-national and multigenerational exhibition that brings together 20 artists addressing ideological, theoretical, and stylistic issues in relation to politics. Artists from Western Europe, Eastern Europe, North America, Brazil, and Japan will be included.

## MEMBERSHIP

The Membership program is as diverse as our exhibitions and programs and offers a special opportunity to be involved with contemporary art and issues.

### Museum Memberships for Two

**\$45 CONTRIBUTING**—Free admission to exhibitions; quarterly calendar; invitations to members' openings; 15% discount on publications; invitations to members' events; advance notice and discount admission for public programs.

**\$100 SUPPORTING**—All of the above plus: a complimentary catalogue.

**\$300 SUSTAINING**—All of the above plus: invitations to Donors' Circle openings; eligibility for Limited Edition project; listing in the Annual Report; complimentary copy of the Annual Report.

**\$500 SPONSORING**—All of the above plus: invitation to Annual Donors' Luncheon.

### Donors' Circle Memberships for Two

**\$1,000 PATRON**—All of the above plus: invitations to special Museum tours; four complimentary catalogues.

**\$2,500 BENEFACTOR**—All of the above plus: listing on the Benefactor Roster in Museum lobby; invitations to private dinners with Museum trustees, director, staff, and artists.

**\$5,000 FOUNDER**—All of the above plus: listing on the Founder Roster in the Museum lobby; curatorial advisory service.

**Artist / Student Pass \$25** : (Must submit a copy of current student ID or artistic resume with application.) Free admission for one to exhibitions; quarterly calendar; admission for one to members' openings; library privileges.

**Also available** : ArtQuest, Inside/Art, Neighborhood Business, Gallery, and Corporate Memberships. Please call the Membership Office for information at 212/219-1222.

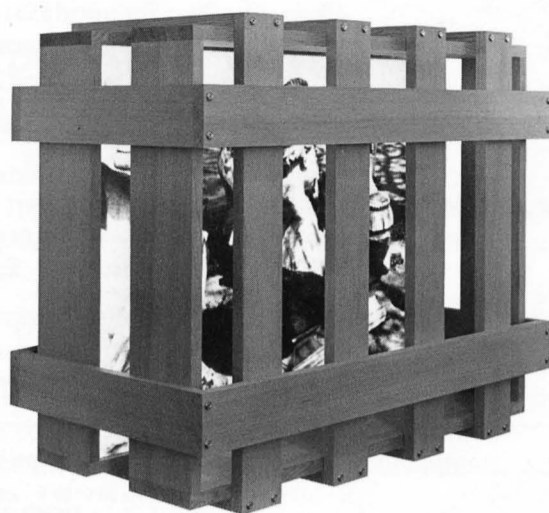


Photo: Fred Scruton

## HISTORY LESSONS, LIMITED EDITION BY DENNIS ADAMS

The Museum is pleased to offer a limited edition work by Dennis Adams, an artist internationally known for his adaptation of public structures like bus shelters and sales kiosks to comment on the conflicts of contemporary life. *History Lessons* uses an illuminated Cibachrome print that refers to the French Algerian war. It is being produced in an edition of 40.

The Museum is also pleased to announce that Louise Bourgeois will be producing a limited edition sculpture to benefit the Museum. Cast in bronze, it will be produced in an edition of 40. The Dennis Adams and the Louise Bourgeois editions are each available at \$5,000 to Museum members in the \$300 Sustaining category and above. For information on purchasing these latest additions to the Museum's Limited Edition sculpture project, please call Helen Carr, Limited Editions Coordinator.

## SEVEN YEARS OF LIVING ART

In 1984 performance artist Linda Montano began a seven-year project based on the seven energy centers of the body, or chakras, as identified within the ancient Vedic tradition of India. Each year of the project—planned to end on the artist's 50th birthday—corresponds to a different chakra, which in turn has an analogous focus on an area of the body, as well as a related color, tonal, and spoken codes. Once a month, Montano sits in the Museum's Mercer Street Window meeting with visitors to discuss art and life.

Saturday, October 6, noon to 5:30 p.m.

**ACKNOWLEDGMENTS:** The Museum would like to thank the many extraordinary people who contributed to our 13th Anniversary Benefit Auction held on April 23, honoring trustee Herman Schwartzman. Special thanks to the artists for their great generosity in donating over 100 works to the live and silent auctions; Auction Chair Josh Baer, Co-Chairs Linda Cathcart, Rhona Hoffman, and John Weber and the entire Dealers Committee; Events Chair Laura Skoler and Stephania McClennen, Lola Goldring, and Renate Shapiro for creating such a terrific party; Nan Laitman for the floral arrangements; Dean & DeLuca and Carillon Importers, Ltd. for making the artists' Preview Party possible; Tom Zufaly at Quali-T Creations for donated trucking services; Jack Frost at Frost Lighting for his expert advice; Kate and Brooks Firestone and Gail and Barry Berkus for the Firestone Wine; Abigail Kirsch and her crew for a fabulous dinner; Timothy Greenfield-Sanders for the honoree photograph; Rebecca Waldman for the party favors; Ronald Feldman, Esilda Buxbaum/Humbert Travel, Mary McFadden, Holly Solomon, Comme Des Garcons, Stephania and Jamie McClennen, *Art in America*, *Artforum*, and Soho Wines & Spirits for donating to the Raffle; and many thanks to all of our wonderful guests including Ed Downe, Vera List, Mr. and Mrs. Henry Luce III and the Henry Luce Foundation, Penny and David McCall, Elizabeth Enders, Larry Gagosian, Barbara Horowitz, Kent Fine Art, Dorothy Sahn, and Sperone Westwater Gallery. **THE CALENDAR** of The New Museum of Contemporary Art is funded in part by the Joe and Emily Lowe Foundation.

## LOCATION

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

Call (212) 219 1355 for further information.

## DIRECTIONS

**Subway** : Lexington Ave. line (#6) to Spring St. or Bleecker St.  
Broadway line (N/R) to Prince St.  
8th Ave. line (A/C/E) to Spring St.  
6th Ave. line (B/D/Q/F) to Broadway/Lafayette  
**Bus** : #1/#5/#6/#21 to Houston St. or Broadway

## HOURS

Wednesday, Thursday, and Sunday: noon to 6 PM  
Friday and Saturday: noon to 8 PM  
Monday and Tuesday: closed

**SUGGESTED ADMISSION** : \$3.50 general; \$2.50 artists/students/seniors; Members and children under 12, free.

**Yes! I would like to become a member of the New Museum of Contemporary Art!**

Mr./Mrs./Ms./Mr. and Mrs. \_\_\_\_\_

Street Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

Home telephone \_\_\_\_\_ Business telephone \_\_\_\_\_

Enclosed is my check payable to The New Museum for \$ \_\_\_\_\_

Please charge my Visa  Mastercard

Credit card acc. # \_\_\_\_\_ Exp. date \_\_\_\_\_

Signature \_\_\_\_\_ My Museum membership is new  renewed

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OF CONTEMPORARY ART

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**FALL 1990 CALENDAR**