

MAK

CENTER

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**HOW MANY BILLBOARDS?
*Art In Stead***

MAK Center for Art and Architecture at the Schindler House

Announces Its First Urban Exhibition and the Largest Art Show on LA Billboards to Date
Presented in central Los Angeles

Debuts 21 Specially Commissioned Art Works by
Contemporary Artists including

**Michael Asher, Daniel Joseph Martinez, Renée Green, Kori Newkirk,
Allen Ruppertsberg, James Welling, and Yvonne Rainer**

February through March 2010

Reception for the Artists at the Schindler House: Saturday, February 27, 1–5 pm
Panel Discussions with Artists at the Schindler House, Sunday, February 28, 1–5 pm
****Press Preview: Friday, February 26, 10am–1pm****

Los Angeles, CA (February 12, 2009) – The MAK Center for Art and Architecture at the Schindler House is pleased to announce its most ambitious project to date: ***How Many Billboards? Art In Stead***. This large-scale urban exhibition debuts 21 new works by leading contemporary artists,

presented simultaneously on billboards throughout Los Angeles during February and March 2010. *How Many Billboards? Art In Stead* is organized by MAK Center Director Kimberli Meyer with co-curators Lisa Henry, Dr. Nizan Shaked, and Dr. Gloria Sutton, and public art consultant Sara Daleiden. The exhibition will be accompanied by an overview exhibition and orientation station at the Schindler House, which opens on February 27, as well as a series of public programs and bus tours. A dedicated website, howmanybillboards.org has been launched to provide up-to-date exhibition information and online navigational tools for hand-held electronic devices.

Artists working in the vein of California's conceptual art movement have each been commissioned to create a new work that critically responds to the medium of the billboard and interprets its role in the urban landscape. Investigating art as an idea as well as art as a media for critical intervention, the exhibition highlights the interaction of Pop, conceptualism and architecture in Los Angeles since the 1960s.

Featured artists include **Kenneth Anger, Michael Asher, Jennifer Bornstein, Eileen Cowin, Christina Fernandez, Ken Gonzales-Day, Renée Green, Kira Lynn Harris, John Knight, David Lamelas, Brandon Lattu, Daniel Joseph Martinez, Kori Newkirk, Yvonne Rainer, Martha Rosler with Josh Neufeld, Allen Ruppertsberg, Allan Sekula, Susan Siltan, Kerry Tribe, James Welling, and lauren woods.**

"In *How Many Billboards?*, the streets of Los Angeles become the walls of the exhibition, and art is brought in to daily life" said Kimberli Meyer, Director of the MAK Center and initiator and co-curator of the exhibition. "We have put together a dynamic group of artists that span multiple generations, and we've asked each artist to take into account the landscape of Los Angeles and the implication of the billboard as pop-public space."

The exhibition follows nearly a decade of discussion amongst city residents and officials about billboards and their environmental impact on the city of Los Angeles. *How Many Billboards?* attempts to investigate the political and artistic implications of these media surfaces that saturate the city's landscape, while also offering an alternative vision for public art display in Los Angeles, in which the city becomes the context for exhibition.

How Many Billboards? Art In Stead is generously supported by the Emily Hall Tremain Foundation Exhibition Award. Additional funding has been provided by the National Endowment for the Arts; the City of Los Angeles, Department of Cultural Affairs; the City of West Hollywood Arts and Cultural Affairs Commission; the Los Angeles County Arts Commission; and the Audrey and Sydney Irmis Foundation. In-kind support has been provided by Rick Robinson, MacDonald Media; Clear Channel Outdoor; CBS Decaux; CBS Outdoor, Fuel Outdoor; General Outdoor Advertising; Regency Advertising, and Van Wagner Communications,

Project partners include ForYourArt, LA INC, MacDonald Media, Los Angeles County Metropolitan Transit Authority (Metro), and PS Los Angeles. Advisory Board members include Anne Bray, Freewaves; Karen Constine, ForYourArt; Susan Gray, Community Redevelopment Agency of Los Angeles; Pat Gomez, City of Los Angeles, Department of Cultural Affairs; Letitia Fernandez Ivins, Los Angeles County Arts Commission Civic Art Program; Bridgid Labonge, graphic artist; Emi Fontana, West of Rome; Michael McDowell, LA INC.; Sarah MacPherson, Hollywood Property Owners Alliance; Shannon Shelly, PS Los Angeles; Zipporah Lax Yamamoto, Metro; Rick Robinson, MacDonald Media; and Kristy Nichols, MacDonald Media.

HowManyBillboards.org

The MAK Center has launched a dedicated website for this ambitious exhibition. The site provides detailed information about participating artists, an expanding image gallery of billboard photos from the installation, an interactive Google Map that plots the installation, pertinent articles on the recent debates about billboards, and podcasts featuring selected artists and curators. For more information, visit www.HowManyBillboards.org or follow on Twitter <http://www.twitter.com/MAKBillboard>.

***How Many Billboards?* – Public Programming**

How Many Billboards? Art In Stead is accompanied by an overview exhibition and orientation station at the Schindler House on view from **February 26 to May 30**. In addition, the MAK Center has organized a series of public programs, film screenings, discussions and bus tours to investigate the exhibition and the visual field of the city.

An overview of the public programs are listed in below with information regarding admissions and reservations follow.

****PRESS PREVIEW******Friday, February 26, 10am–1pm**

MAK Center for Art and Architecture at the Schindler House

RSVP: Melissa Goldberg, MAK@fyaworld.com or 323-951-9790**ARTIST RECEPTION AND PANEL DISCUSSIONS****Saturday, February 27, 1–5 pm****with bus tours of the exhibition**

MAK Center for Art and Architecture at the Schindler House

Sunday, February 28, 1–5 pm**Panel Discussion with Participating Artists**

MAK Center for Art and Architecture at the Schindler House

Admission: Reception is free

Panel Discussion is \$7, Free for Friends and holders of bus tour tickets

TOURS

Guided Bus Tours from the Schindler House:

Saturday, February 28

Saturday, March 6

Location: MAK Center for Art and Architecture at the Schindler House, 835 N. Kings Road, West Hollywood, 90069

Admission: \$9 for Friends of the MAK Center, \$14 General Public
Purchase tickets online or at the Schindler House

FILM AND VIDEO SCREENINGS

Co-presented by the MAK Center for Art and Architecture at the Schindler House and the Museum for Contemporary Art, Los Angeles (MOCA)

Thursday, March 11, 6:30pm

David Lamelas, *The Desert People* (1977); **Kerry Tribe**, *Northern Lights* (Cambridge,) (2005); **Eileen Cowin**, *Studio Visit* (2009); **Allan Sekula**, *A Short Film of Laos* (2006)

Thursday, April 8, 6:30pm

Renée Green, *Endless Dreams and Water Between* (2009); **Jennifer Bornstein**, *Phantom Limb* (2009); **Allan Sekula**, *Lottery of the Sea* (short version), (2006)

Location: MOCA Grand Avenue, Ahmanson Auditorium, 250 S. Grand Avenue, Downtown Los Angeles, CA 90012

Parking: www.moca.org/pdf/Parking_directions_GA.pdf

Admission: Free

Information: education@moca.org or (213) 621-1745

RELATED PANEL DISCUSSIONS and LECTURES

Wednesday, March 24, 7pm

How Many Billboards? Panel: Visual Rights to the City

Co-presented by the MAK Center for Art and Architecture at the Schindler House, the Library Foundation of Los Angeles and California Lawyers for the Arts

In complement to the exhibition, this panel, comprised of outdoor media professionals and legal experts, will focus on the city's recent debate surrounding LED billboards and illegal signage, and examine free speech rights as they relate to images on the streets. The panel will be facilitated by panel series curator Anne Bray of Freewaves.

Participating Panelists:

Toby Miller, Professor of Media & Cultural Studies, UC-Riverside

Rick Robinson, General Manager, MacDonald Media

Christine Pelisek, Journalist, LA Weekly

John Tehranian, Attorney and Partner, One LLP

Location: ALOUD at Central Library, Mark Taper Auditorium, 630 W 5th Street, Downtown Los Angeles, 90071

Admission: Free, reservations recommended: www.aloudla.org or (213) 228-7025

Parking: 524 S. Flower St. Garage, \$1 until 8:45 p.m. with Los Angeles Public Library card validation

Tuesday, April 6, 7pm

How Many Billboards? Lecture: Renée Green

Co-presented by the MAK Center for Art and Architecture at the Schindler House and the Master of Public Art Studies Program at the University of Southern California Roski School of Fine Arts in Los Angeles

Location: MAK Center for Art and Architecture at the Schindler House, 835 N. Kings Road, West Hollywood, 90069

Admission: Free with the price of admission to the Schindler House or USC student ID

Parking: Public structure at the northeast corner of Kings Road and Santa Monica Boulevard

Thursday, April 15, 7pm

How Many Billboards? Panel: The Visual Ecology of Advertising and Architecture

Co-presented by the MAK Center for Art and Architecture at the Schindler House, the Southern California Institute of Architecture (SCI-Arc) and the Goethe-Institut Los Angeles

This panel, comprised of outdoor media, art, architecture, and planning experts, will focus on current architectural signage and surface strategies to review the city's relationship between consumer ads and urban structures. The panel will be facilitated by panel series curator Anne Bray of Freewaves.

Participating Panelists:

Bill Roschen, Principal, Roschen van Cleve Architects

Mirjam Strupek, President, International Urban Screens Association

Alan Bell, Senior City Planner, City of Los Angeles

Dennis Hathaway, President, Coalition to Ban Billboard Blight

Location: SCI-Arc W. M. Keck Lecture Hall, 960 East 3rd Street, Downtown Los Angeles, 90013

Admission: Free

Parking: The building entrance and parking lot are located at 350 Merrick Street, between 4th Street and Traction Avenue. Parking is free.

Info: www.howmanybillboards.org; www.sciarc.edu; www.goethe.de

How Many Billboards? – Exhibition Curators

Kimberli Meyer has been the director of the MAK Center for Art and Architecture at the Schindler House in Los Angeles since 2002. She is a curator, lecturer and writer on art and architecture. She holds a B. Architecture from the University of Illinois, Chicago, and an M.F.A. from California Institute of the Arts.

Dr. Gloria Sutton is a curator and writer. She received her Ph.D. in Contemporary Art History at University of California, Los Angeles in 2009. She has been a fellow at the Whitney Museum of American Art's Independent Study Program and the Getty Research Institute as well as an Ahmanson Curatorial Fellow at the Museum of Contemporary Art, Los Angeles.

Lisa Henry is an independent curator based in Los Angeles. She received an M.A. in Critical and Curatorial Studies from the University of California, Los Angeles and a B.A. in American Studies from Brown University.

Dr. Nizan Shaked is an Assistant Professor of Contemporary Art History, Museum and Curatorial Studies at California State University, Long Beach. She received her Ph.D. in Cultural Studies from Claremont Graduate University. Shaked holds an M.A. from the University of California, Los Angeles and an M.F.A. from Otis College of Art and Design.

About the MAK Center for Art and Architecture

Unique in its role as an historic site and exhibition space, the MAK Center for Art and Architecture develops local, national, and international projects exploring the intersection of contemporary art and architecture. The MAK Center seeks out and supports projects and ideas that test disciplinary boundaries. Acting as a “think tank” for current issues, the Center encourages exploration of practical or theoretical aspects in art and architecture by engaging the Center’s spaces and histories. The Center is currently expanding into urban space, engaging the city as site for artistic interventions.

The MAK Center was established in 1994 as an alliance between the MAK Vienna (Austrian Museum of Applied Art) and Friends of the Schindler House (FOSH) in West Hollywood. The MAK Center is housed in the Modernist landmark R.M. Schindler House (1921–22) in West Hollywood, which it uses as a primary presentation space. In addition, the MAK Center maintains and occupies two other Schindler-designed buildings, the Mackey Apartments (1939) and the Fitzpatrick-Leland House (1936).

The MAK Center’s programming includes exhibitions, lectures, symposia, performances, music series, publication projects, and new work commissions, frequently developed in conjunction with guest curators, artists and architects. Programming is responsive to shifts in discussion and practice within the arts and architecture. Through interactive dialogue, the MAK Center serves as a vehicle through which ideas are continuously tested and considered by a fluent and engaged audience.

The MAK Center for Art & Architecture is located at the Schindler House, 835 N. Kings Road in West Hollywood. Public hours are Wednesday through Sunday, 11 a.m. to 6 p.m. Regular admission is \$7/\$17 with the guide book, *Schindler By MAK*; students and seniors, \$6/\$16 with book; free for Friends of the Schindler House and on Fridays, 4 to 6 p.m. Parking is available at the public structure at the northeast corner of Kings Road and Santa Monica Boulevard.

For further information: www.MAKcenter.org or call (323) 651-1510.

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