

MAMCO GENEVA
11.10.17–04.02.18

PRESS KIT

William Leavitt, *Retrospective*

General Idea, *Photographs (1969-1982)*–extended

Narrative Art

Fictional Artists

Gordon Matta-Clark, *Food*

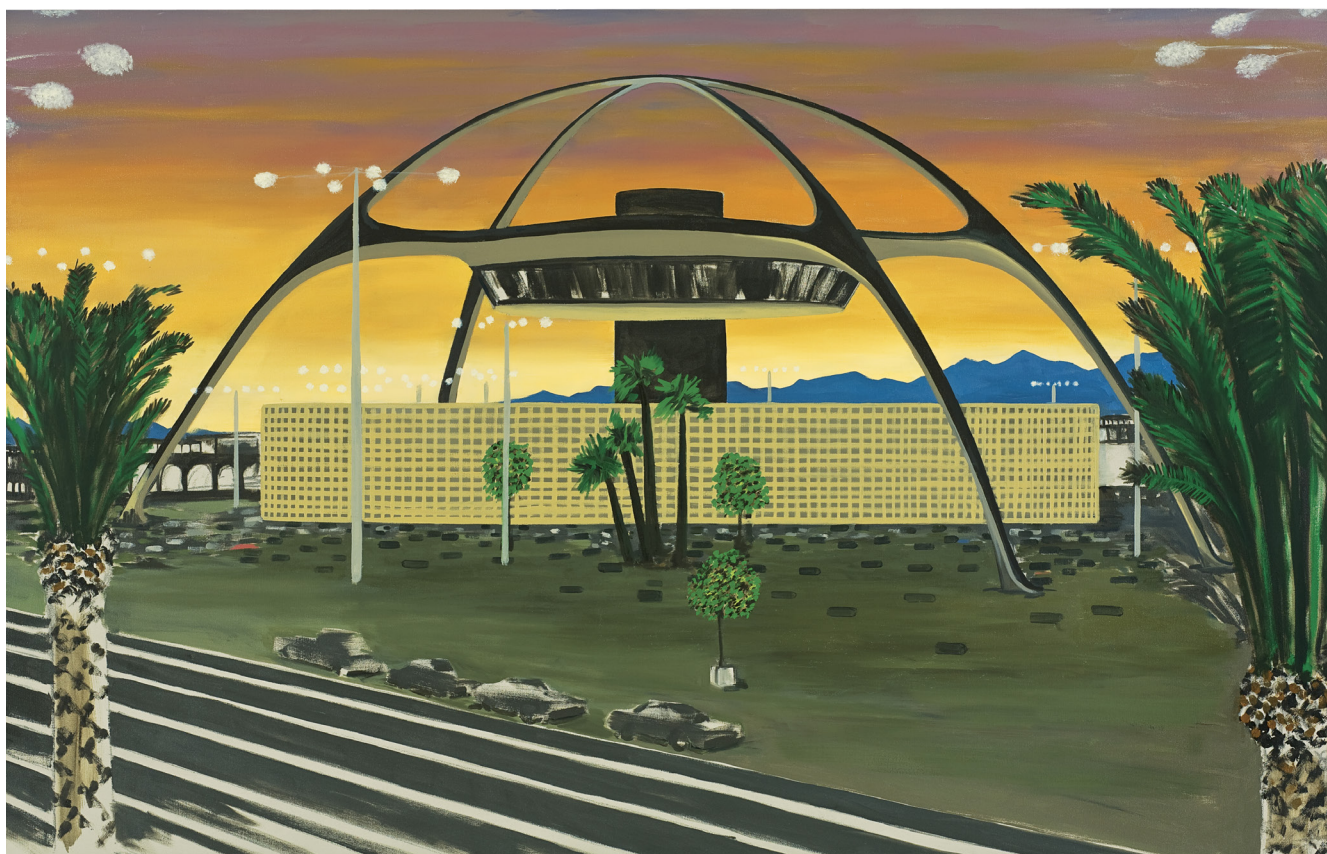
Adrian Piper, *The Mythic Being*

Martha Rosler, *House Beautiful: Bringing the War Home*

Allen Ruppersberg, *The Never Ending Book*

Opening: Tuesday October 10, 2017 – 6pm

10, rue des Vieux-Grenadiers, 1205 Geneva



William Leavitt, *Theme Restaurant*, 1986.

Oil on canvas. 116,84 × 182,88 cm, Collection Richard S. Massey, Miami (FL)

Narrative Art

Mac Adams, Bas Jan Ader, Vikki Alexander,
Gretchen Bender, Jennifer Bolande, Christian Boltanski,
Victor Burgin, Robert Cumming, Douglas Huebler,
Peter Hutchinson, Silvia Kolbowski, David Lamelas,
Urs Lüthi, Dennis Oppenheim, Donna-Lee Phillips,
Richard Prince, Allen Ruppersberg, Ian Wallace,
William Wegman

An exhibition organized by Paul Bernard, Lionel Bovier and Julien Fronsacq

MAMCO's exhibition aims to present Narrative art, an artistic movement that emerged in the early 1970s and which is characterized by the use of photography for documentary purposes or else combined with texts. This analytical approach, linked to the development of Conceptual art in the 1960s, subsequently developed independently to explore narrative forms.

The term "narrative" itself is polyvalent, ranging from a tale to the presentation of various factual elements, passing by the interpretation of events according to a pre-supposed ideology. The spatial and temporal markers of this movement are as various: it grew up in regions as different as France, Switzerland, Great Britain, Canada, and the USA. The first retrospective devoted to it (*American Narrative/Story Art*, The Contemporary Arts Museum Houston 1978), took place in 1967. The shows *Story* (John Gibson Gallery, New York 1973) and *Narrative Art* (Palais des Beaux-Arts, Brussels 1974) were decisive milestones. This movement has been commented on several times, as early as 1973, in *Artforum* by the artist James Collins. He highlighted how the artists of this form of expression see reality as a set of fragments to be interpre-

ted, and how they explore the poetic possibilities of the relationships between texts and image, amid a "broadened cultural context that recognizes the viability of a large number of ideologies."

While Narrative art owes to Conceptual art the linguistic exploration of the constitutional side of the photographic medium (seriality, sequence, and duration), it becomes distinct thanks to its work on narrative forms and the development of an "individual mythology"—as cited in the section that Harald Szeemann devoted to it in his *documenta V* in 1972, as "becoming the object of the subject." The panorama of this exhibition closes at the dawn of the 1980s, with the arrival of a new generation of artists who undertook a critique of the depiction and deconstruction of its stereotypes.

Narrative Art



Christian Boltanski, *Les Habits d'Ariane*, 1977. Group of 16 color photographs, 50 x 50 cm each. Coll. MAMCO, don. AMAM



Silvia Kolbowski, *Model Pleasure V*, 1983. Silver prints.
25,40 × 20,32 cm. Coll. MAMCO, don. AMAM

MAMCO GENEVE

Press Office

For all requests, information and visuals, please contact:

Press Office
presse@mamco.ch
tel. + 41 22 320 61 22

Informations

MAMCO
Musée d'art moderne et contemporain, Geneva
10, rue des Vieux-Grenadiers
CH-1205 Geneva
tel. + 41 22 320 61 22
fax + 41 22 781 56 81

www.mamco.ch

The Museum is open Tuesday through Friday from noon to 6pm, the first Wednesday of the month until 9pm, and Saturday and Sunday from 11am to 6pm. Closed on Mondays.

Regular admission: CHF 8.–
Reduced admission: CHF 6.–
Group admission: CHF 4.–

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The exhibition of William Leavitt benefits from the support of the Fondation du Jubilé de la Mobilière Suisse Société Coopérative and of the Greene Naftali Gallery, New York.

The General Idea's exhibition received the generous support of Le Laboratoire and ReproSolution, Geneva.

MAMCO's fourth floor "A collection of spaces" exhibition would not have been possible without the essential support of Fondation Leenaards.

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