

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*

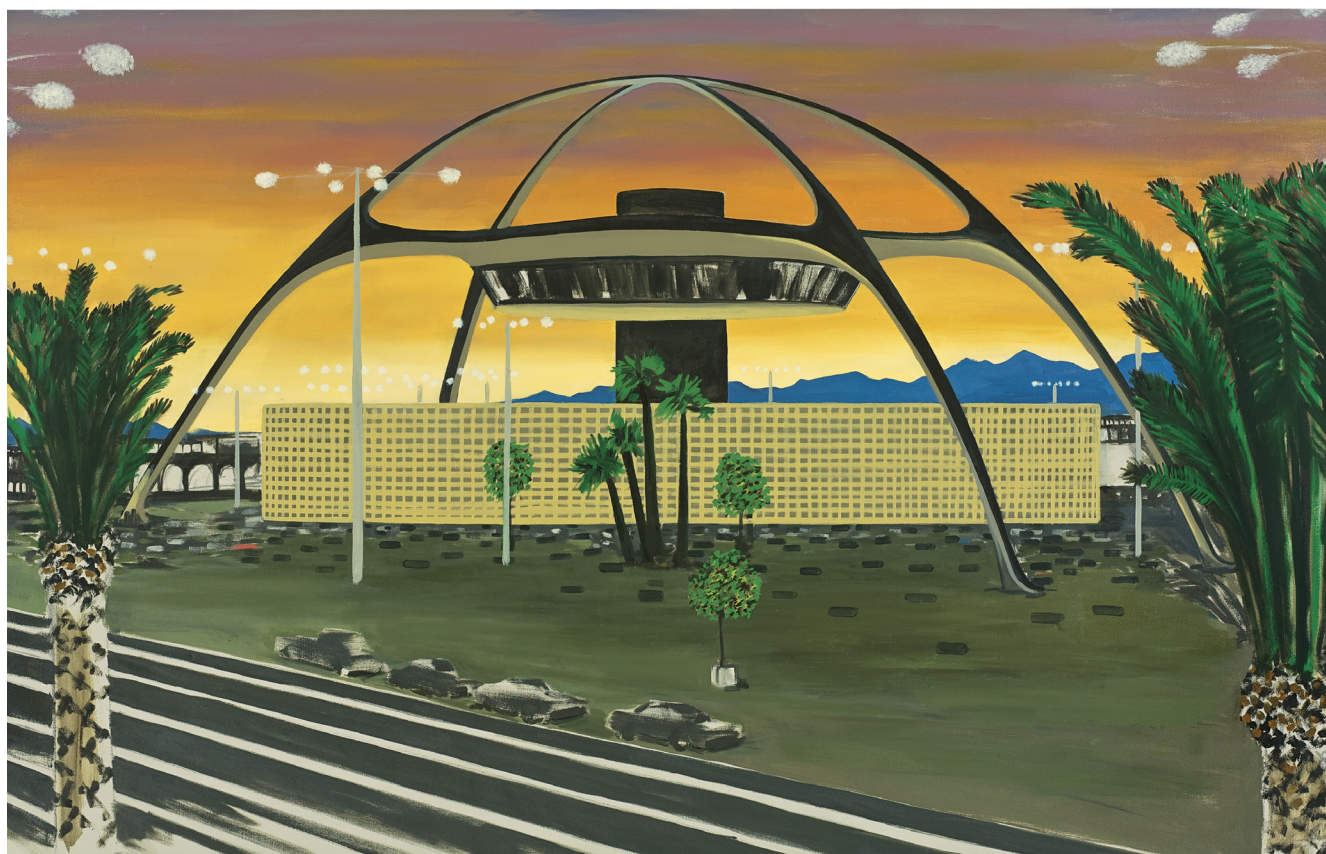
Adrian Piper, *The Mythic Being*

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)

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Exhibitions from October 11, 2017 until February 4, 2018

Press conference Tuesday October 10, 2017, 11 am

This fall, MAMCO is organizing the first European retrospective of William Leavitt (born in 1941, Washington, USA), an historic figure of the Los Angeles art scene. Deployed on the entirety of the first floor, this exhibition brings together pieces ranging between 1970 until now. Through his installations, drawings and paintings, play and sound performances, Leavitt re-examines the production of the Western imaginary, as imposed, since the end of WWII, by the "Hollywood factory." Through a selection of parts of stage sets, the isolation and recombination of fragments coming from everyday culture, which often conceals a conservative social order and politics, the artist turns these representations inside out: he makes us see them as conceptual frameworks in which stories (fictional ones or from our own lives) can be set.

This show, organized by Lionel Bovier and Julien Fronsacq, is thus an opportunity to go back over several issues in art history, whether it be the 1970s movement of

"Narrative Art" or the fictional dimension present in the practice of General Idea, whose exhibition is extended until the beginning of February. Narration is also at the heart of a project devoted to fictional artists by David Lemaire, and the ensemble of works by Adrian Piper and Martha Rosler, respectively brought together by Elise Lammer and Sophie Costes.

This sequence is the third phase of a method of investigation into the art of the past decades, inaugurated by *Zeitgeist* in spring, and then continued with the series of exhibitions organized around the retrospective of Kelley Walker in the summer. In this way, MAMCO has been offering, via a system of nested presentations, a prismatic reading of the artistic movements and debates that have traversed our era. This singular museographical proposition, the result of the collective work of the curators of the MAMCO and its associated curators, is itself set in the heritage of the "global exhibition" concept, which has been prevalent in the museum ever since its opening in the 1990s.

Gordon Matta-Clark, *Food*

An exhibition organized by Sophie Costes

The restaurant "FOOD" opened in New York City in October 1971 at 127 Prince Street, at the corner of Wooster. Thanks to the commitment of Carol Goodden and Gordon Matta-Clark, during the three years of its existence, *FOOD* was a meeting place, providing food and work for artists, and a truly original collective experience. On Sunday evenings, there was the *Special Guest Chef Night*: Rauschenberg served there a Chili of his own invention and the Matta Bones can be included among the legendary dishes of this restaurant, which also highlighted Cajun cooking, and one of his emblematic recipes, the Gombo. "FOOD" was a place for culinary communion, where nourishment became a creative, festive event. Matta-Clark regularly experimented with unusual cooking techniques (*Photo-Fried, Agar-Agar...*) and all the ephemeral events that he organised led to parties, such as the *Brasero* placed on the platform of the *Dumpster Duplex*, the second version of *Open House*, in October 1972.

While this experience brought together around its two founders other figures of the New-York underground (Tina Girouard, Suzanne Harris, Rachel Lew, the members of the anarchitecture group and contribu-

tors to the review *Avalanche...*), the renown of Matta-Clark's work has now crystallised attention around him. It was in particular during the refurbishing of the restaurant that he made his first "cuttings": "One of the first times that I can remember using cuttings as a way to redefine a space was at the restaurant 'FOOD', launched during the first days of SoHo... We put on shows and created a theatre of food. The first version of this space was not practical enough for our needs, when the restaurant became a business. So I had to spend the second summer redesigning the site. I did it by cutting up what had already been constructed and turning it into work spaces. I then attended to the walls and other partitions that divided up the inner space. This was perhaps the last time that I used cutting, the process of cutting-up for practical purposes".

"FOOD" has become an urban legend, with Matta-Clark, for a while, thinking of selling the concept to Léo Castelli.

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 + 4122 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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