



**ARTIST TALK / JOHN ARMLEDER
+ LAUNCH OF THE YELLOW PAGES BOOK
+ RECENT RELEASES OF VILLA MAGICA RECORDS**

FRIDAY JANUARY 14, 2005

Attendance: 60

The S I's series of artist and curator talks aims to present the different approaches to the media of exhibition-making. From the seminal Harald Szeemann, through Nicholas Bourriaud and Matthew Higgs, these talks have shed light on different strategies of curating. With this in mind, the Swiss Institute - Contemporary Art is thrilled to host an Artist Talk with John Armleder, whose work as an artist takes him between roles of organizing and anti-organizing as artist, curator, teacher and editor.

An artist who has initiated innumerable collaborations and projects, starting with his involvement with Fluxus-connected Ecart, Armleder is the curator of the S I's current exhibition, None of the Above. Bringing together the work of over forty international artists, each work in None of the Above is of extremely reduced size or immaterial and is installed over the full space of the S I in unconventional spots. The exhibition's device and its strategy plays an overt and substantial part of the show, albeit clearing the exhibition space to an almost empty look.

Armleder has also initiated the publication of the new Yellow Pages book, with the 404Team, which features A4 contributions of over 500 artists, which were randomly overlapped with each other and printed like a yellow pages directory. You just may find what you're looking for in this anti-directory of art.

Display strategies, snare shows and deception events have a long tradition; the lineage going back to the Suprematists, Dada and the Surrealists to Fluxus or the seminal Lucy Lippard shows. Armleder will talk about his interest and position in this history, while discussing his current S I exhibition, None of the Above, as well presenting several other examples of his collaborative projects, the newly-published Yellow Pages book and Villa Magica records.

NONE OF THE ABOVE / CURATED BY JOHN ARMLEDER
NOVEMBER 23 2004 - JANUARY 15 2005



with: David Adamo, Dave Allen, Richard Artschwager, Fia Backström, Massimo Bartolini, Francis Baudevin, Patterson Beckwith, Monica Bonvicini, Olaf Breuning, AA Bronson, Maurizio Cattelan, Jan Christensen, Martin Creed, Stéphane Jafflon, Philippe Decrauzat, Jason Dodge, Peter Fischli & David Weiss, Sylvie Fleury, Amy Granat, Timothy Greenfield-Sanders, Fabrice Gygi, Alix Lambert, Bertrand Lavier, Balthazar Lovay, Christian Marclay, Tony Matelli, Mathieu Mercier, Simon Moretti, Olivier Mosset, Amy O'Neill, Mark Orange, Breier P-Orridge, Laurent Pache, Steven Parrino, Mai-Thu Perret, Peter Pumpler, Gerald Rockenschaub, Markus Sixay, Haim Steinbach, Rudolf Stingel, Blair Thurman, John Tremblay, Pierre Vadi, Xavier Veilhan, Lawrence Weiner, Parker Williams and Jordan Wolfson

The Swiss Institute - Contemporary Art is pleased to present *NONE OF THE ABOVE*, curated and designed by John Armleder, which will bring together the work of over forty international artists. Each work in the exhibition will be of extremely reduced size, or immaterial and will be installed over the full space of the S I in unconventional spots: in clusters or singled out in corners in such a way that the exhibition device, its strategy, will play an overt substantial part of the event, albeit clearing the exhibition rooms to an almost empty look. The invited artists have been informed about the rough curatorial handling of their pieces, and many, having been guests to John Armleder's projects before, are aware of these procedures.

Artworks of various media will be presented, either in their authors' usual manner, or as specific projects conceived and adapted for the show. Display strategies, snare shows, deception events, and exhibitions as exhibits have a long tradition, the lineage going back to the Suprematists, Dada and the Surrealists to Fluxus or the seminal Lucy Lippard shows, and many such concerns are activated by today's generation of artists and curators. In this spirit, John Armleder has conceived "*None of the Above*", where the presence of Richard Artschwager's "*Blp*" is a clear homage to that history, as well as to the artist who introduced one of the most emblematic pieces in that genre.

John Armleder, since his time at the Fluxus-connected Ecart (1969-1982) has initiated many events of similar flavor, and some projects will be presented during the exhibition, such as the *Villa Magica Recensions* (in cooperation with Stéphane Armleder and Sylvie Fleury) and the *Yellow Pages* book (with the 4C4Team).