

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*

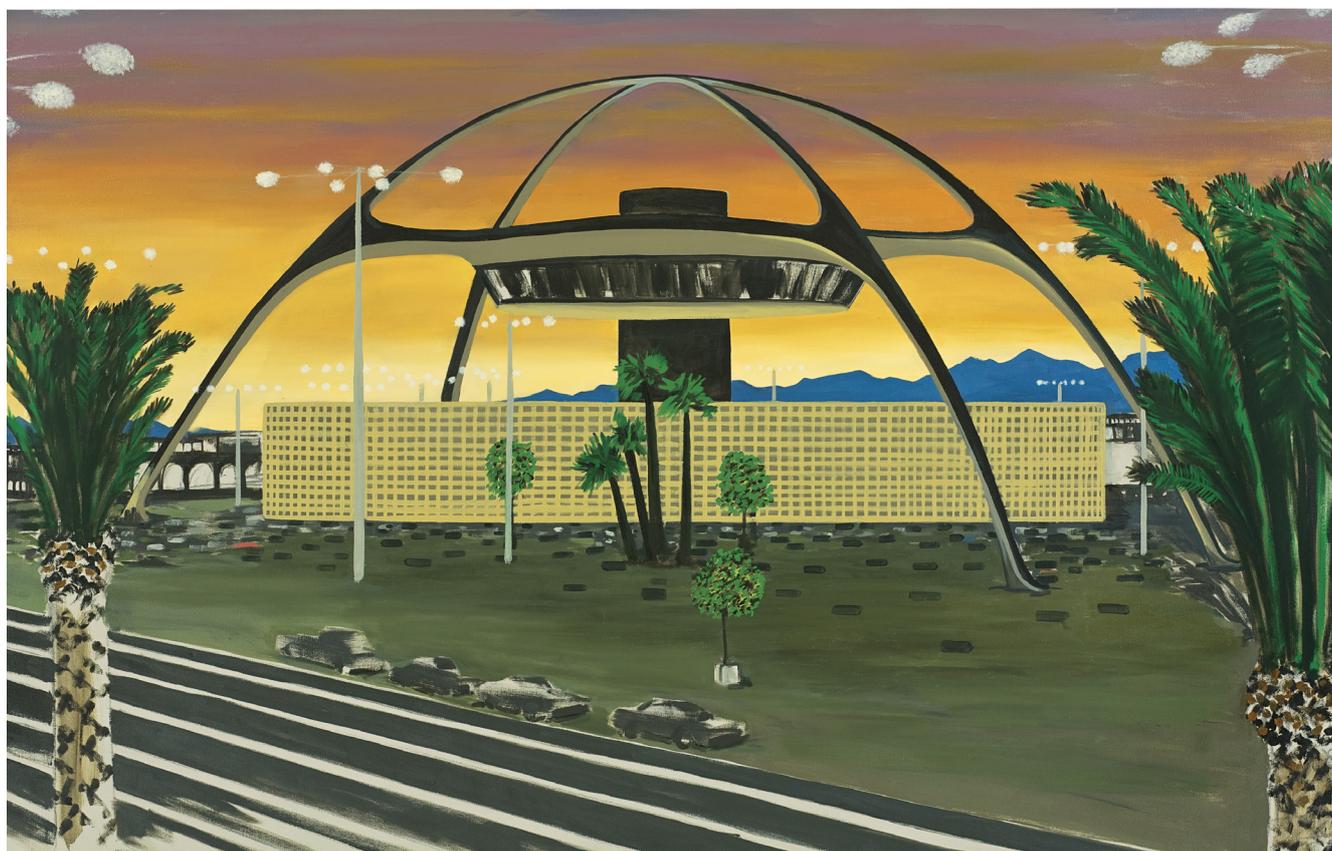
Adrian Piper, *The Mythic Being*

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.

William Leavitt, *Retrospective*

An exhibition organized by
Lionel Bovier et Julien Fronsacq

This fall, MAMCO is devoting the first European retrospective to 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.

As part of the same Californian artistic milieu as Allen Ruppersberg, Guy de Cointet, and Bas Jan Ader—with whom he in particular edited the magazine *Landslide*, presented on the third floor of the museum (in the “office” part of the Apartment)—, Leavitt has developed a singular body of work, on the one hand, participating in Conceptual art (whose some important representatives, such as Douglas Huebler, are based in Los Angeles), and the “Narrative art” movement that emerged in the early 1970s.

The exhibition brings together historic works, installations or photo-compositions, many of which have never been shown in Europe before, paintings, and drawings from the 1980s-1990s, as well as major recent installations. The project has been organized in such a way as to respect the chronological development of the work, while highlighting its thematic resonances, ranging from science-fiction to the notion of decor. It provides the possibility to take in the extent of William Leavitt’s project, to reposition his contribution in the decades he has lived through, and to evaluate the

echoes it continues to have with many artists of new generations.

Through his installations, drawings and paintings, play and sound performances, Leavitt thus 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 so many conceptual frameworks in which stories (fictional ones or from our own lives) can be set.

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

MAMCO GENEVE

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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.–

Partners

MAMCO is overseen by FONDAMCO, which is made up of Fondation MAMCO, the Canton, and City of Geneva. FONDAMCO would like to thank all its partners, both public and private, and in particular Famille Sandoz as well as Fondation Coromandel, Fondation Lombard Odier, Fondation de bienfaisance du Groupe Pictet, Fondation Casino Barrière de Montreux, Fondation Valeria Rossi di Montelera, Mirabaud, Richemont, and Sotheby's.

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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