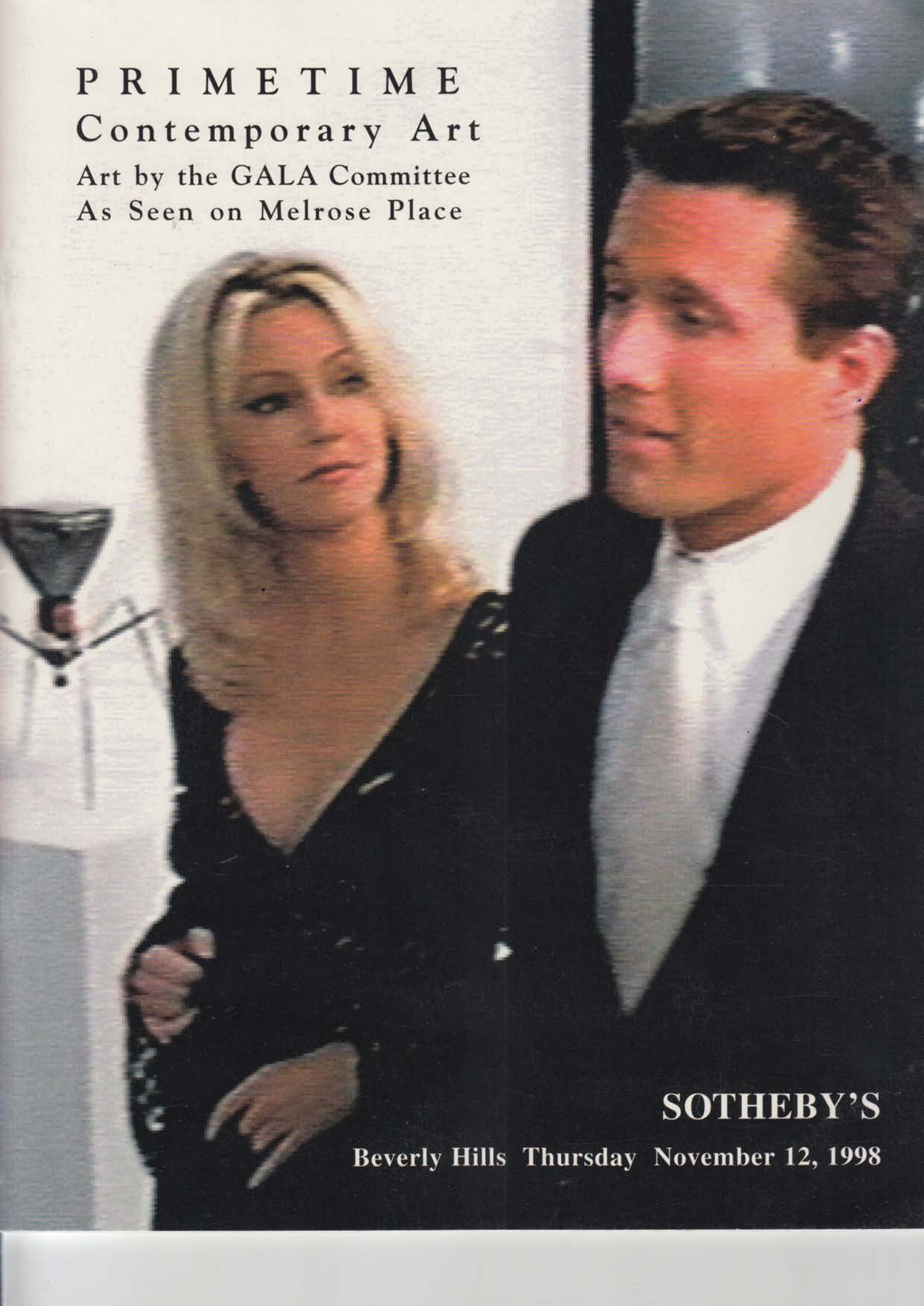


PRIMETIME  
Contemporary Art

Art by the GALA Committee  
As Seen on Melrose Place



**SOTHEBY'S**

Beverly Hills Thursday November 12, 1998

## The GALA Committee

David Adams  
Elizabeth Adams  
Eric Andersen  
Emily Arthur  
Katie Bauman  
Cameron Bernie  
David Blanchard  
John Borthwick  
Barron Brown  
Alan Bush  
Heather Champ  
Heeyeon Chang  
Mel Chin  
Lance Clarke  
Roymont Clements  
Kathleen Hillseth Clinesmith  
Karina Combs  
Melissa Conroy  
John Crowe  
John Cupit  
Lesley Dill  
Heather M. Eastman  
Diane Edison  
Brian Ellison  
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Troy Swangstu  
Janice Tanaka  
Valerie Tevere  
Joseph Tucker  
Kathy Vargas  
Tony Velasco  
Jim Wade  
John Watts  
David Wilson

## *In the Name of the Place* has been generously funded by

Museum of Contemporary Art, Los Angeles  
Rockefeller Foundation  
Herb Alpert Foundation  
Grand Arts, Kansas City  
University of Georgia, Athens  
Lamar Dodd Foundation  
California Institute for the Arts

## Auction Co-chairs

Suzanne Deal and David Booth  
Sean Kelley  
Susan Bay and Leonard Nimoy  
Dr. Eugene P. Odum  
in memory of his artist wife, Martha  
R.E.M.  
Margaret Hall Silva

## Special thanks to

Dr. Wyatt Anderson  
Tim Kilmer  
Richard Koshalek  
Steven Lavine  
Julie Lazar  
Garrett Thomas Payne  
Marc Selwyn  
Andrea L. van de Kamp  
Brent Zerger

## Photography Credits

Erik Otsea  
GALA Committee  
Lyle Ashton Harris, no. 28



# PRIMETIME

## Contemporary Art

Art by the GALA Committee  
As Seen on Melrose Place

All Proceeds to Benefit Fulfillment Fund  
and Jeannette Rankin Foundation

*Auction:* Thursday, November 12, 1998 at 7:30 pm

### Absentee Bids

This catalogue may be referred to as "MP ART"

Fax for bids only: (310) 274-1205

Bids can be faxed only during the preview days Nov. 9 through 11.

All bids must be received by 4:00 pm on Nov. 11.

Telephone bids must be arranged in advanced.

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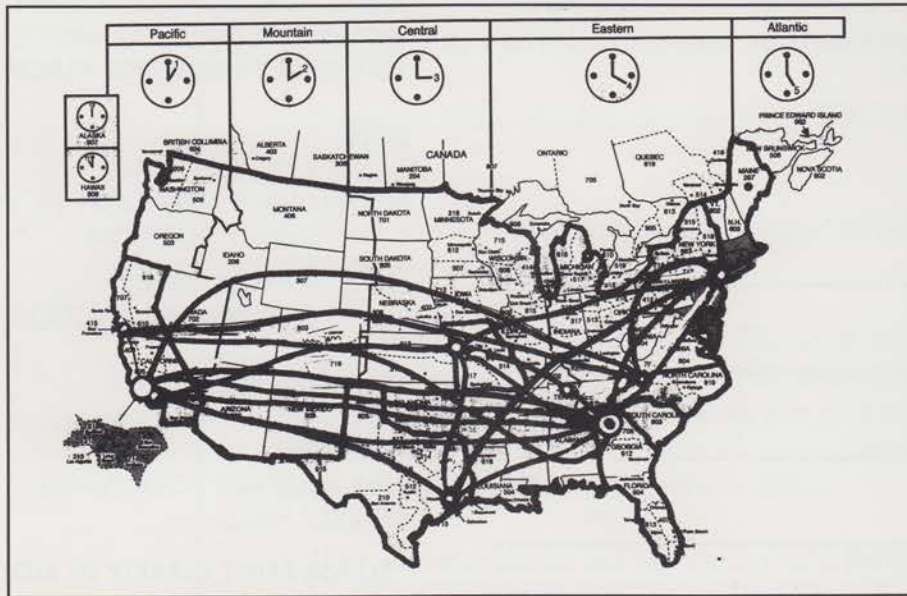
Exhibition	Catalogue
Monday, November 9 11 am to 4 pm	\$20 at the gallery
Tuesday, November 10 11 am to 4 pm	To order on the web: <a href="http://www.MPAr.com">http://www.MPAr.com</a>
Wednesday, November 11 11 am to 4 pm	Front Cover Illustration: Partial Lots: 7, 35
Thursday, November 12 11 am to 4 pm	Back Cover Illustration: Partial Lot: 48 a

### SOTHEBY'S

9665 Wilshire Boulevard Beverly Hills, CA 90212

Telephone: (310) 274-0340

## IN THE NAME OF THE PLACE



The GALA Network

The communication network of the GALA Committee consisted of thousands of facsimile transmissions of "Product Updates" and notes on the scripts. Ideas were developed through this extensive thermal-paper network. When deemed acceptable by the team, the products were fabricated and shipped to the set for insertion.

The artworks and the points of view represented in this project are the expressions of the GALA Committee. They do not reflect the views of Spelling Entertainment Group Inc. or any of its affiliates or subsidiaries including Melrose Productions. Neither do they reflect the views of the Los Angeles Museum of Contemporary Art, California Institute of the Arts, the University of Georgia, or any other sponsoring organizations of *In the Name of the Place*. They do represent the efforts of individuals who have voluntarily and cooperatively been a part of this project to find new venues and methods of support for expression in the worlds of art, television and education.

## ABSENTEE BID FORM

To allow time for processing, bids must be received by 5:00 pm (PST) Wednesday, November 11, 1998. The GALA Committee will confirm all bids by fax by return fax. If you have not received our confirmation by noon on November 12, please resubmit your bid.

Fax: (310) 274-1205

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*I request that the GALA Committee enters bids on the following lots up to the maximum price I have indicated for each lot. Bids for items in the silent auction and the live auction can be made.*

I understand the absentee bids are executed as a convenience and neither the GALA Committee nor Sotheby's is responsible for inadvertently failing to execute bids or for errors relating to execution of bids. On my behalf, the GALA Committee will try to purchase these lots for the lowest possible price, taking into account other bids.

If identical absentee bids remain, precedence will be given to the first one received.

## SALE TITLE

**PRIME TIME CONTEMPORARY ART**  
ART BY THE GALA COMMITTEE  
AS SEEN ON **MELROSE PLACE**

## DATE \_\_\_\_\_

NOVEMBER 9 THROUGH 12, 1998  
SILENT AUCTION

NOVEMBER 12, 1998  
7:30 PM LIVE AUCTION

**SALE ADDRESS**

SOTHEBY'S  
9665 WILSHIRE BOULEVARD  
BEVERLY HILLS

PLEASE PRINT CLEARLY IN BLOCK LETTERS

[illegible]



## CONDITIONS OF SALE

1. We reserve the right to withdraw any property before sale.
2. Prospective bidders should inspect the property before bidding to determine its condition.
3. Unless otherwise announced by the auctioneer, all bids are per lot as numbered in the catalogue.
4. We reserve the right to reject any bid. The highest bidder acknowledged by the auctioneer will be the purchaser. In the event of a dispute between the bidders, or in the event of doubt on our part as to the validity of any bid, the auctioneer will have the final discretion either to determine the successful bidder or to reoffer and resell the article in dispute.
5. If the auctioneer decides that any opening bid is below the value of the article offered, he may reject the same and withdraw the article from sale, and if, having acknowledged an opening bid, he decides that any advance thereafter is insufficient, he may reject the advance.
6. All property must be removed by the purchaser at his or her expense on the evening of the sale. The purchaser will be responsible for making any shipping arrangements the evening of the sale. There will be a professional art handling and shipping representative from Professional Packers & Forwarders at the auction to make arrangements for shipping and delivering large articles.
7. We are not responsible for the acts or omissions of carriers or packers of purchased lots, whether or not recommended by us.
8. Payment by cash, check and most major credit cards.

## GUARANTEE

All works are made by the GALA Committee specifically to be used by and seen on the television production, Melrose Place.



## GALA COMMITTEE

1995 - 1998

Gathering of participants in Kansas City, Missouri 01 17 98

*In The Name of the Place* is a complex collaborative project by the GALA Committee, initiated by artist Mel Chin for the Los Angeles Museum of Contemporary Art (MOCA). Working with the *Uncommon Sense* theme of public interaction, The GALA Committee selected a prime time TV program, *Melrose Place*, as the site for creating a massive "condition of collaboration" among an array of individuals, institutions and interests, organized initially around the activity of developing and

placing site-specific art objects on the program's sets. During the two-season interaction, the art-enhanced weekly broadcast



### GALA PROCESS ROOM

A floor-to-ceiling, wall-to-wall documentation of concepts and exchanges between the diverse locations and individuals that made up the GALA Committee.

reached millions internationally. Radically expansive in form, with diverse aesthetics and a wide range of audience/artist/television production involvement, *In the Name of the Place* is an experiment that illuminates unexplored, creative territory at the intersection of museums, mass media, and artistic action.

Brent Zerger

The culmination of the project is the public auction of the collectively-made art works. All proceeds from the auction will go to two non-profit educational organizations, the Fulfillment Fund and the Jeannette Rankin Foundation, to be used specifically to benefit women's education.



## FULFILLMENT FUND

The Fulfillment Fund's mission is to identify promising disadvantaged students, some of whom have physical disabilities, assist them to complete high school, broaden their horizons, and encourage them to pursue an advanced education so that they can achieve their maximum potential and become contributing members of our community. The Fund is a "full-service" agency which annually works with 2,000 low-income middle and senior high school and college students, and combines long-term individual and group mentoring and educational outreach with personalized academic and college counseling, drug awareness, arts impact and volunteer programs, paid internships, and guaranteed counseling or vocational school scholarships. It is the comprehensive nature of the Fund's programs that has resulted in a high school graduation rate for Fund students which is nearly twice the rate of students graduating from the Los Angeles Unified School District as a whole. Ninety percent of Fund students attend colleges and universities across the country.

Proceeds from the auction will be used to establish a special fund for young women.

Fulfillment Fund  
2801 Avenue of Stars  
Suite 250  
Los Angeles, CA 90067  
(310) 788-9700 phone



## JEANNETTE RANKIN FOUNDATION



JEANNETTE RANKIN

Jeannette Rankin was the first woman elected to Congress (November 7, 1916) and a champion for suffrage, peace and participatory democracy. When she died in 1973, she left a bequest to be used to

assist "mature unemployed women workers." This bequest of \$16,000 became the modest beginning of the Jeannette Rankin Foundation's Women's Education Fund. Awards are given to women 35 years of age or older to pursue a course of technical training or undergraduate degree.

There were only 19 applicants in 1978 for the first award. Now there are hundreds of applicants for the limited number of \$1000 awards granted annually. The number of awards made depends in large part upon membership dues and yearly donations.

Applications reveal stories of courageous women seeking opportunities to become the best they can be, often against formidable odds. These women have in common a belief that education and training can provide the key to financial independence and self-fulfillment.

Jeannette Rankin Foundation  
P O Box 6653  
Athens GA 30604

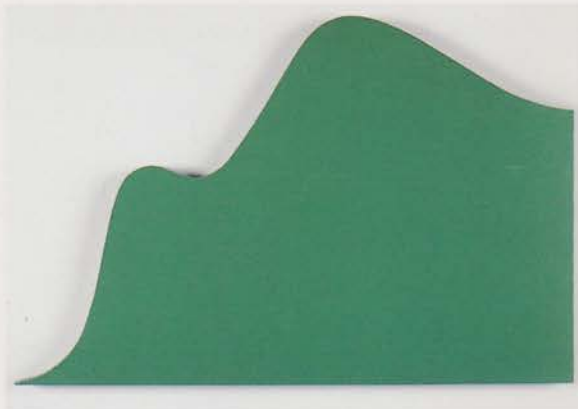
(706) 208-1211 phone











1

### Habit Form

acrylic paint on shaped canvas  
37.5 x 24.25 x 1.75 in.

A graph of the number of weekly tv viewing hours  
spent by people between the ages of one and twenty.

\$700 / 900



2

### Chroma Key Blue

acrylic on canvas  
approx. 24 x 24 in.

The standard color used for inserting  
special effects in film making.

\$600 / 800

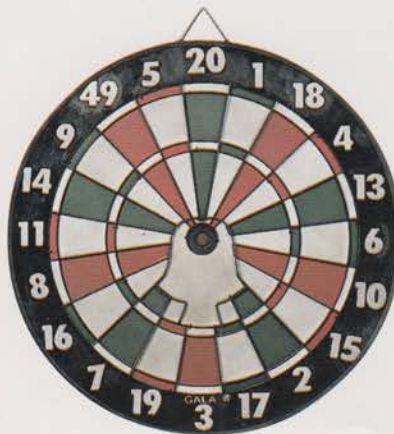
3

### Target Audience

paper, steel, plastic, pigment  
18" diameter

The target audience for the MP production is  
women from eighteen to forty-nine years old.

\$300 / 500



4

### Baby Mobile with Wrapping Paper

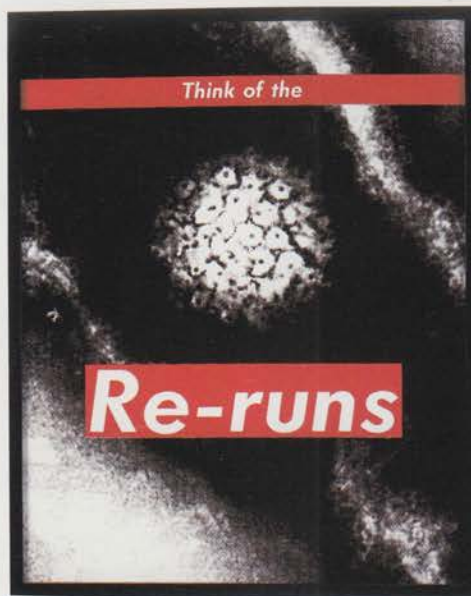
wood, plastic, metal eye screws, nylon  
cord, paper  
22 x 13 x .5 in.

Based on a television remote control. The  
special gift wrap is rendered in television static.

\$500 / 700



Billy says to pregnant Alison,  
"Something for the baby, to keep  
you from going totally insane."



5

**Think of the Re-runs**  
computer generated image  
23.5 x 19.5 in. (framed)

Like a virus, television can have an extended life.

\$300 / 500



6

**RGB**  
acrylic paint on canvas board (three pieces)  
14 x 11 in. each (framed)

A young girl and boy gaze at the mandala, a reel of film, all in the primary colors of light.

\$600 / 800





7

**tv-phage**

cathode ray tube, deflection yoke,

tv antennas

closed: 12 x 14 x 14 in.

extended: 21 x 32 x 32 in.

Television tube version of a T-4 virus

\$600 / 800

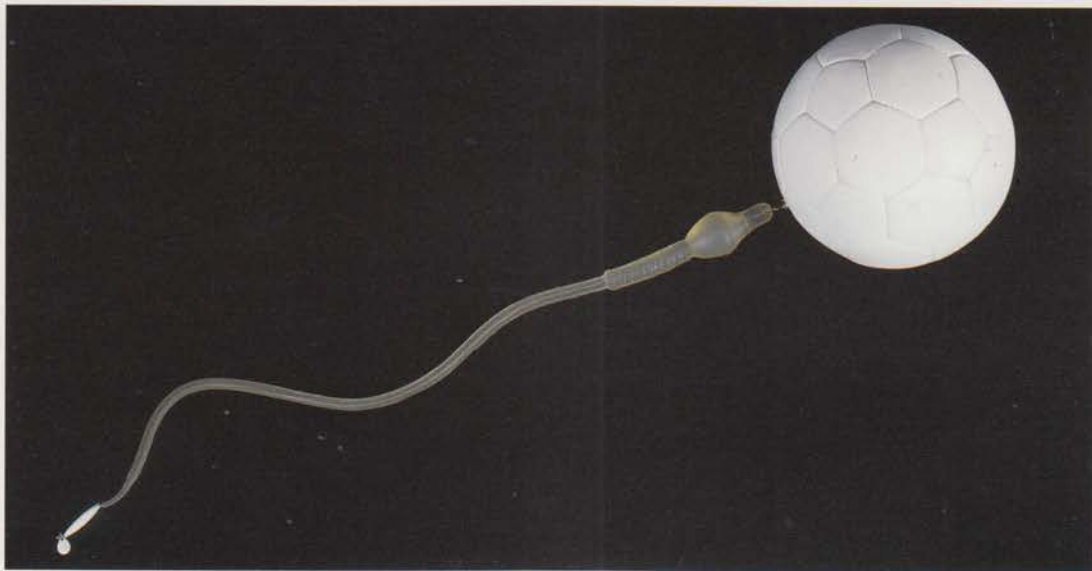


The tv-phage infects the museum scene.



Electron scanning microscopic image of a T-4 bacteriophage.

The discovery of this virus lead to many advances in the field of microbiology.



8

**Pool Toy**

cast synthetic polymer attached by monofilament, enamel on soccer ball

28 x 9 x 9 in.

A biological reference for the pool at *Melrose Place* - a Spermie Wormie to play with in the primordial waters.

\$500 / 800



9

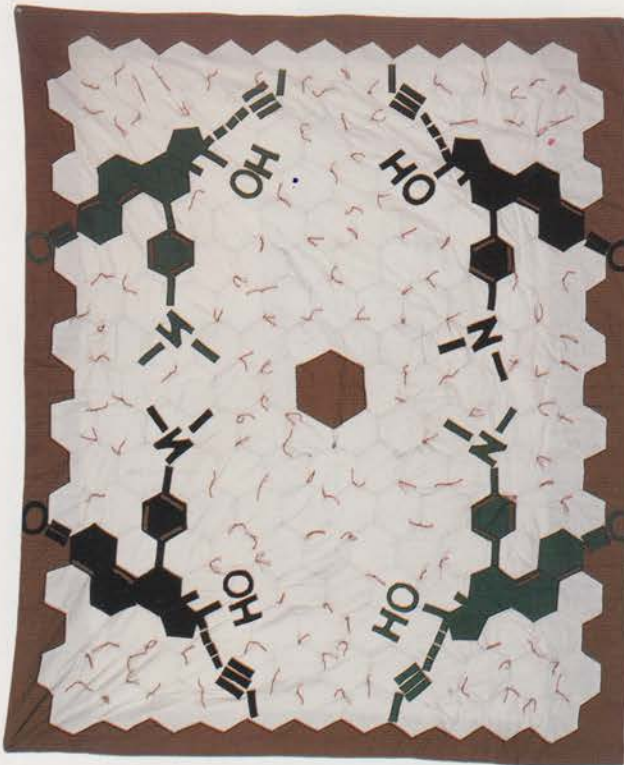
**Yes or Snow**

embossed etchings on rag paper mounted  
on enameled masonite in rustic wooden  
frame

16.5 x 36.5 in. (framed)

A cool and objective pregnancy test. For a ski lodge  
love scene in which Alison becomes pregnant.

\$500 / 700



11

**RU 486 Quilt**

applique on cotton fabric  
62 x 53 in.

Handmade quilt with pattern of the chemical structure of the RU 486  
drug - an abortion drug used in Europe but until recently banned in  
the U.S.

\$1000 / 1500



10

**Restraining Order**

acrylic and nylon straps on wood panel  
24 x 18 in. (framed)

A "Mondrian" made of child leashes. Made for a  
young collector with parental control problems.

\$700 / 900



A pregnant Alison, who doesn't  
have a choice, works at home under  
the RU 486 Quilt.





12

**HIV Pillow with STD Video Sleeves**  
hand printed cotton, pillow  
15 x 15 x 4 in.

Sexually transmitted diseases and other viruses are recurring GALA themes. Two public service announcements in the form of props.

\$200 / 300



Sidney's blind-date flees the apartment with a pillow made to conceal his irresponsible impulse.



13

**Safety Sheets**  
hand silk-screened ink on queen size cotton sheets  
one top sheet, one bottom sheet, one duvet cover

She dreams of safe sex. The sheet design is made from unrolled condoms, an image formerly banned by the FCC.

\$800 / 1000



14

**Peter Burns' Loving Cup**

walnut, golf balls, paint, cast  
zinc, brass

16 x 8 x 8 in.

For a man who identifies with his game.

\$400 / 600



15

**Brief Appearances - Powder Puff Briefcase**

altered briefcase with mirror, aluminum,  
Styrofoam, joint compound, thread, pigment  
13 x 17 x 3 in.

You see it every day but never what's inside. Made for  
men to make-up an impression.

\$700 / 900



16

**Behind the Blue Dots**

altered computer images  
(two panels)

13 x 16 in.(framed)

Ancient images updated for twentieth cen-  
tury public viewing. In Michael Mancini's  
beach house.

\$400 / 600



Michael and Jennifer in  
front of the Blue Dots.

17

**Cycladic Idol**

hydrostone

16 x 5 x 1 in.

Based on ancient fertility figures made in the  
Cycladic Islands. Seen in the beach house.  
Originally made for Jo who lost her baby.

\$400 / 600





18

### Yoni Stadium

Masonite, pine, joint compound, acrylic varnish  
32 1/2 x 29 1/2 x 4 in.

The modern male gazes upon a football stadium, similar in shape to the ancient Hindu emblem of female sexual energy.

### Laced Lingam

carved granite  
8 x 4 x 3 in.

Football laces carved into stone. Sporty expression of ageless form.

sold as one lot

\$1,500 / 2000



A Football Stadium

The TV blimp shot reveals fallopian-tube-like ramps that lead the faithful into the womb.



Lingam

A Svayambhu, "self originated" lingam from western India.





19

# Integrity

hand blown glass, engraved  
brass plate, steel  
4.5 x 5 x 5 in.

A perfume with human attributes  
based on Duchamp's *With Hidden  
Noise*.

\$500 / 700



Sydney ponders the empty integrity  
of a double-dealing lawyer while  
waiting in his office.

20

# Ready Made Shovel

rubber  
approx. 48 x 8 x 2 in.

Prop from the set of MP seen as  
found object.

\$400 / 600



Hard to Hart. Jane swings solidly  
from the shoulder and hits Richard  
squarely in the gut.



Jealous Jane, a bad sport, pitches  
the brick through Alison's bedroom  
window.

21

# Ready Made Brick

rubber  
3 x 5 x 8 in.

Innate object capable of expressing the ire of  
a spurned lover.

\$250 / 350





22

**Sunday Afternoon on the Ground**  
digital printout on canvas with acrylic paint  
16 x 20 in. (framed)

A San Diego Seurat. For Amanda's apartment.

\$500 / 700



Detail of The Hoods



Sydney and Sam fight over the neighborhoods. One in Langley, VA (CIA Headquarters) and the other South Central, LA (Watts Towers).

"Crack" goes the canvas.

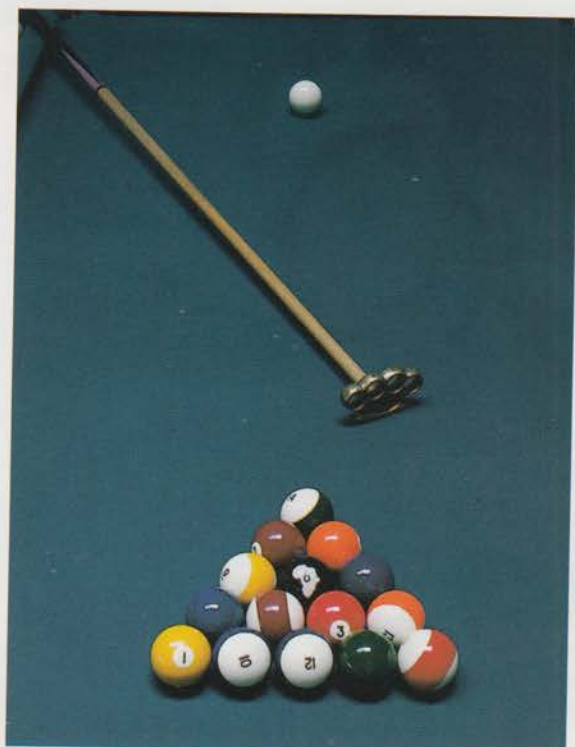


23

**The Hoods**  
acrylic on canvas  
16 x 20 in. each (four panels)

Four identical paintings were made to be used in destructive retakes of the above scene. All four sold as one lot.

\$700 / 900



24 a

**Sissy Stick**

altered cue stick with cast brass knuckles  
60 x 5 in.

Made for a bar fight to abridge the stereotype of gay men as "sissies."

\$400 / 600

24 b

**Africa is the Eight Ball**

regulation size pool balls, one with enamel paint on the 8 ball, plastic rack

Noting racism institutionalized within traditional games and language.

\$400 / 600





25 a  
Lighthouse with Beached Boat

**Sam's Early Paintings - Maryland Series (a-d)**  
acrylic on canvas  
13.25 x 17 in. (framed).

The Freudian representations of a young woman's troubled upbringing on the Eastern Shores.

\$500 / 700 each



Billy hangs a symbolic portrait of his future wife.



26  
**Praying, Boasting, Lying Hands**  
cast iron and bronze  
6 x 7 x 5 in. each (two pieces)

A variable sculpture capable of expressing belief, deceit, quantitative information.

\$400 / 600



25 b Sam's World



25 c Revenge of the Bay



26 d The Broken Bridge



25 e The Cove



27

**Viral Clock**  
altered wall clock  
14 in. diameter



Commercial clock altered with individual artist's drawings of images of twelve viruses. Included are Yellow Fever, Polio and Tuberculosis, and those most likely to make a strong comeback in the next twenty years according to Johns Hopkins Medical University and the Center for Disease Control (CDC).

\$500 / 700



28

**Shooter's Bar with GALA Insertions**  
wood, blown glass, metal, carved granite,  
commercial glass, paint, electric components,  
glassware  
approx. 12 x 16 x 8 ft

Installation to be sold as one lot.

\$5,000 / 10,000



Jake gives last call.



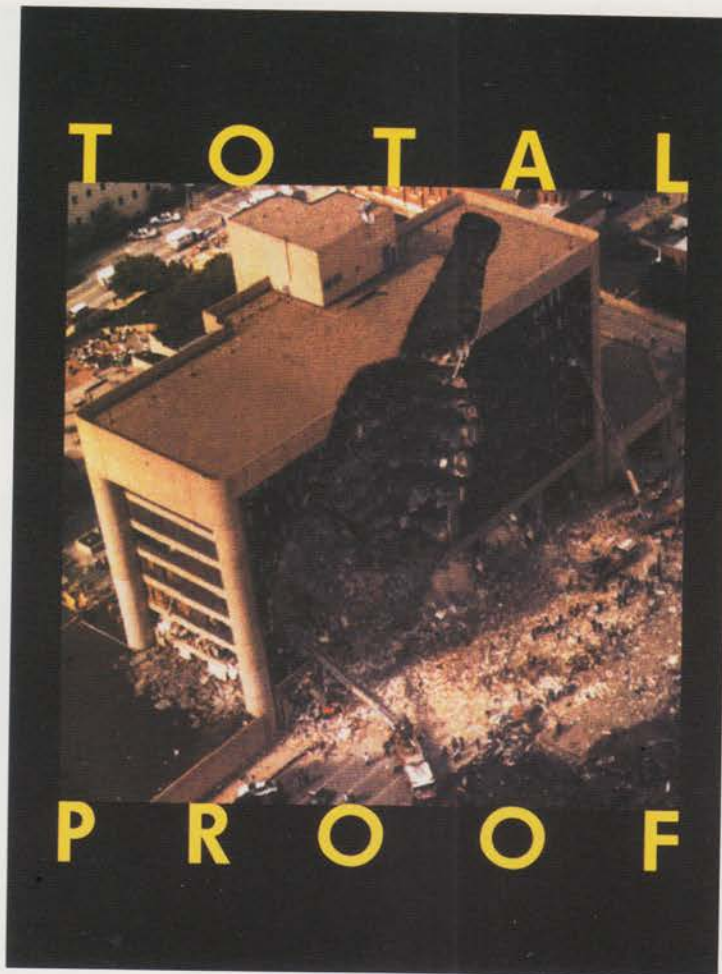
Totaled ceramic commemorative

**Installation Details**

One of the most popular sets on *Melrose Place* was transformed by GALA into a history of the production and consumption of alcohol in America from 1700 to 2000. Each label was designed by individuals of the GALA Committee, allowing proof that collective activity does not negate individual expression. Replica of television set made for museum presentation with complete collection of original labels, bottles and sculptures used throughout season-five on *Melrose Place*.



Part of an historic collection for the 1900s.



29

**Total Proof**

computer altered image on foam core  
25 x 29 in.

A poster for Alison's office about advertising, the destructive potential of alcoholism and home grown terrorism.

\$600 / 800

30

**Olympic Bomb Box**

Foamcore box with excelsior and fake pipe bomb, timer  
6.5 x 18.5 x 12.5 in.

Explosive contemporary issues can be defused by creativity.

\$400 / 600



Amanda and Alison at D&D Advertising.







31

**Cause and Effect Rain Coat**  
silk-screen print on hand-made cotton  
coat  
38 in. length

Made for Kimberly who blew up *Melrose Place*.  
Lined with the tragedies of *Waco* on the inside  
and the debris of Oklahoma City on the outside.

\$500 / 700



32 a

**Bullet Pens**

38 cal. casings, brass tubing, pen parts inserted  
into a 38 Special cylinder  
6 x 3.5 in.

Bullet pens made for the writers of *Melrose Place* to use  
for getting the lead out. Gun Purse for Jane's gun-toting  
days.

\$500 / 700

30 b

**Gun Purse**

metallic ink on silk  
approx. 5 x 8 in.

\$250 / 300



Jane, searching for her mother, asks  
the mailman if he's been on the  
route long. He answers, "Eighteen  
years, is that long enough?" as an  
AK-47 clip dangles from his bag.

33

**Government Issue**

altered U.S. Mail Bag with AK-47 Clip  
25 x 18 x 6.5 in

This postal bag carries more than one type of magazine.

\$700 / 900







34

**Cubans**  
branded wood, brass,  
tobacco  
2 x 10 x 8 in.

The brass gun-boat hinges completely surround the box, in reference to the continuing U.S. embargo.

\$500 / 700



Billy gives Jake, the father to be, a box of inaccessible Cuban cigars.



A dying Kimberly is carrying Food for Thought when she runs into Matt.

With *Melrose Place* in syndication in over 60 countries, GALA will speak to an international audience.



35

**Chinese Take Out** Human Rights/ Turmoil (Dong Luan)  
Yin Yang/ Equal Rights  
National Treasures/ Stolen Artifacts

ink stencils on paper boxes and paper bags  
various sizes

Three sets of boxes and cartons, each with one of the above double characters.

\$1,000 / 1,500

36

**Pacifier Candlesticks**  
bronze, beeswax  
9.5 x 4.75 x 3.5 in. each

Made for the proposal scene between Jake and pregnant Alison. These candles can shed light on the issue of marriage as pacification.

\$400 / 600





37

**Fireflies - The Bombing of Baghdad**

acrylic on canvas  
72 x 96 in.

At the request of the producers, GALA conceived and made this painting for the "Melrose at MOCA" scene where Kyle discusses art with Amanda.

\$2,500 / 3,500



Amanda and Kyle view paintings and sculpture by the GALA Committee at MOCA as they tour the *Uncommon Sense* exhibition. Fiction and reality blur with these two art lovers.



38

**C\*A\*S\*H**

silk-screen on Desert Storm camouflage fabric, ink, wood  
12.25 x 17.5 in. (framed)

The camouflaged motive for war.

\$500 / 700





39

### Mosquito Brooch

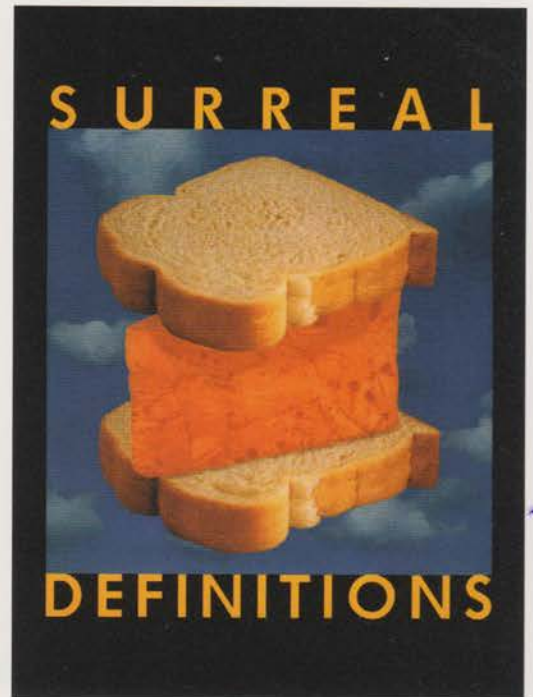
silver, glass, steel  
3.75 x 1.75 x 7.5 in.

Jane asks for a pin to use on Richard Hart's body. Sam offers her the antique brooch that was her grandmother's. The *Aedes Egypti* mosquito is a carrier of Yellow Fever, one of the diseases the CDC expects to return with a vengeance.

\$700 / 900



Jane makes sure Richard is really dead, and spreads the GALA art infection.



40

### Surreal Definitions

computer generated image on Foamcore  
49 x 19 in.

In Alison's office at D&D Advertising. Made after reading a *New Yorker* article on Rwanda in which a U.S. military intelligence officer was quoted as saying, "Genocide is a cheese sandwich. What does anyone care about a day old cheese sandwich?"

\$600 / 800



41

### Spotted Reason

hand made silk-screen on cotton, wood frame  
64 x 60 x 1.5 in.

The Spotted Owl is an endangered species in California. GALA suggests "the sleep of reason" produces environmental destruction. Made for Jane's boutique.

\$800 / 1,200



Francisco Goya's most famous etching in the *Caprichos* inspires many generations of social activism in the arts.



Sam weeps.





42



43

42

**Script Stack (Melrose Place scripts bolted together in a stack)**  
paper, steel  
approx. 40 x 8 1/2 x 11 in.

A season's worth of the dizzy and complicated scripts of Melrose Place. Used by the GALA Committee to invent additional layers of meaning and insertion of products, they are finally abstracted into a minimalist masterpiece.

\$400 / 600



44

43

**Uncommon Constructivism**  
acrylic on canvas  
36 x 42 in. (framed)

The blueprint of the exhibition *Uncommon Sense*, at MOCA. Executed with color-coded flair. For Craig's art collection.

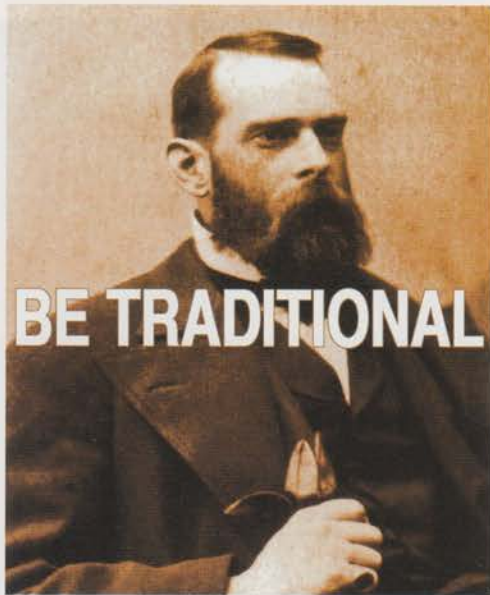
\$800 / 1,000

44

**Magnetic Monet**  
wood, plate steel, magnetized rubber,  
digital printout on paper  
26.5 x 29.25 in. (framed)

Color of buds and flowers represents the men and women of Melrose Place. Floating in the impressionistic waters of a Monet, their magnetism allows for infinite combinations of cross-pollination.

\$800 / 1,000



Detail of Amanda's Bottled Water Campaign.  
Image of Albert Pinkham Ryder.



Amanda's traditional and  
original pitch for art history.



46. Detail



Billy packs up his award-  
winning campaign.



Installation view at MOCA

45

**A. P. Ryder Bottled Water Campaign**  
computer-generated images on  
Foamcore  
24 x 16 in. each (four panels)

Props from Amanda's ad campaign. Albert  
Pinkham Ryder was a famous 19th century  
American artist known for his moonlit marine  
paintings and his imaginative style.

Lot of four panels

\$800 / 1,000

46

**Family Values Campaign**  
industrial vinyl on aluminum  
20 x 30 in. (two panels) illustrated  
16 x 20 in. (two panels)

Billy Campbell wins the product placement  
award for his Roadside Family Values  
Campaign.

Lot of four panels \$1,500 / 2,000



47

**Paintings for John Waters,  
Mortville Pies and Sunday Services**  
oil on panels  
12 x 16 in. each (two panels)  
(framed)

Made for a scene with Sam's father, an  
ex-con from Baltimore.

\$600 / 800





Curvaceous auction paddles made for selling Marilyn Monroe's House painting at a Melrose Place version of charity auction. The numbers are based on her measurements.



The bidding escalates at a Melrose Place benefit auction.



48 b Rodney King



48 c Viper Room



48 a

**Sam's Late Paintings - Sunny LA series**

**Marilyn Monroe's House**

acrylic on canvas

36 x 24 in. (framed)

Painted from a police archive photograph taken of her bungalow the day of Marilyn Monroe's death. Sold with auction paddles.

\$1,000 / 1,500

All of Sam's paintings in this series brightly depict the dark side of Los Angeles.

48 b

**Rodney King**

acrylic on canvas

24 x 36 in. (framed)

Site of the Rodney King beating.

\$800 / 1,200

48 c

**Viper Room**

acrylic on canvas

24 x 36 in. (framed)

\$800 / 1,200





Amanda glides by the iconic presence of TV Tube at the *Melrose Place* opening night of *Uncommon Sense*. The Hoods hangs in the background.



49

**TV Tube (after Johns)**

bronze, steel  
10 x 11 x 4.75 in.

Johns linked popular culture and art. GALA Committee fuses television and art. In a worthy homage to both, a cathode ray tube is eternally rendered in cast bronze, transfixing, like Johns' *Flashlight*, the worlds of television and art history.

\$800 / 1,200

Advertising executive, Billy Campbell, holds a replica of the TV Tube, which he receives as the GALA Committee Award for Product Placement.





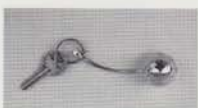




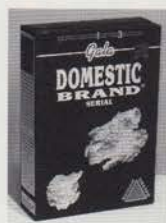
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52



53



54



55

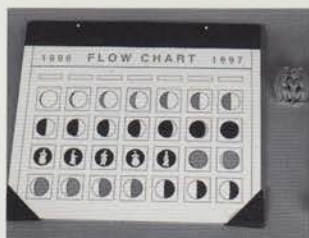
56

54

55



57



58

59



61



62

50. Lick  
cast brass, engraved  
4.25 x 2.25 x .75 in.  
For a bar scene licking.

\$300 / 400



51. Non Quaere, Non Dicere  
(Don't Ask, Don't Tell)  
silk screen ink on U.S.  
Army regulation size duffel bag.

\$300 / 500

52. Bowling Bomb & Bag  
bowling ball, wood, cotton  
cord, pigment on vinyl bag  
24 x 14 x 14 in.  
Kyle's Smart Ball knows Latin.

53. Cherry Key Ring  
hammered brass  
5 x 1 x 1 in.  
Made for a new recruit  
to Melrose Place.

\$400 / 600

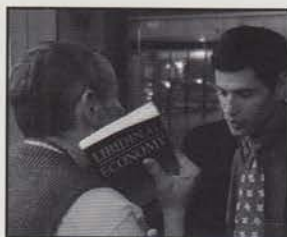
\$200 / 300

54. a. Domestic Brand Cereal Box  
b. Gulf War Flour  
paper, ink, wheat flour, computer generated images  
a. Breakfast for Matt and Dr. Dan.  
b. Flour for Kyle's kitchen.

\$250 / 350

55. a. M1A1 Steak Knife  
acid-etched high carbon steel knife  
14.75 x 2.175 x .75 in.  
b. Ireland & Pentagon Cutting Boards  
carved maple boards (two) 11 x 17 in. each (approx.)  
One country cuts back and another stays divided.

\$400 / 600



56. Double Fault Line Plates  
hand glazed and fired clay plates  
10 1/2 in. diameter (each)  
Geologic and social fault lines  
of Los Angeles.  
Five sets (eight plates per set)

\$400 / 600

60

57. Archisexual Prints with Magnetic Fig Leaves  
computer generated image on steel with magnetic fig leaves.  
14 x 11 in. each (framed) two panels  
Mechano-morphic sex, with magnetic sensors.

\$400 / 600

58. Flow Chart - Moon Calendar  
computer designed images on paper, desk blotter  
15 x 25 in.  
Used by the receptionist at Mancini and Burns.

\$200 / 300

59. Birth Control Pillbox (with fertility goddess on cover)  
Plastic sculpting medium  
3 x 3.5 x .75 in.

\$200 / 400

60. Libidinal Economy by F. Lyotard  
approx. 11 x 8 x 1 in.  
A must-read for the clerk in a motel with an hourly rate.

\$200 / 300



61. Purse With A Secret  
designer purse, paper, ink  
10 x 8 x 3.5 in.

\$300 / 500

62. Ear Pillows  
silk-screen ink on cotton,  
18 in. square (3 in lot)

\$400 / 600

Megan's ears don't look like these.

**63. It's a Set Up**

computer generated image on Foamcore  
24 x 19 in. (framed)  
For the bar.

\$300 / 500



63

**64. One Hand Praying**

plaster, velvet, wood, paint  
approx. 16 x 13 in. (framed)  
Dürer meets Zen.

\$400 / 600



64

**65. Billy Sketch**

pencil sketch on drawing pads  
14 x 11 x 1 in.  
From Billy's modeling scene with Sam.

\$250 / 350



65

**66. Nettle Print**

mounted computer generated  
image  
24 x 18 in. (framed)  
An image from the cult of  
Milarepa for Sam's studio.

\$250 / 350



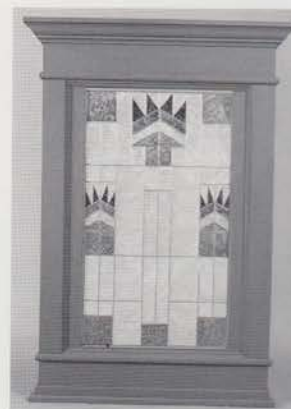
66

**67. Burning Churches Window**

metal tape, paint, glass, wood  
33.5 x 19.5 in.

Reference to churches burned in the American South.

\$600 / 800



67

**68. Little Southern Devil (LSD) after David Smith**

hand-hammered copper, brass and steel  
approx. 60 x 12 x 7 in.

Coat rack with art historic attitude.

\$600 / 800



68

**69. Background Information**

computer altered images on  
board (four panels)  
12 x 9 in. ea. (framed)  
Beatles imagery from Abbey  
Road hidden in Shooter's  
Bar.

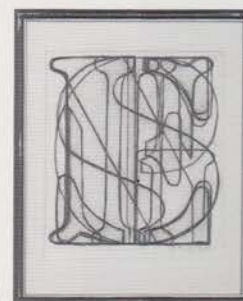
\$300 / 500



69

**70. S-G (after Johns)**

charcoal on paper  
21.5 x 17.5 in. (framed)  
S-P-E-L-L-I-N-G it right.  
\$400 / 600



70





71

**71. Grecian Formula**

computer enhanced photograph  
16.25 x 18.25 in. framed  
Classical ingredients for soap.

\$300 / 500



72

**72. Father Son Trophy**

wood, metal  
16 x 6 x 4 in.  
Oedipal Prize.

\$300 / 500



73



**73. Barbie Mask**

carved wood, pigment  
8 x 6 x 2 in.  
Mask with Barbie Doll features.

\$400 / 600



74

**74. Celebrity Virus Close Ups**

permanent ink on photographs.  
14 x 1 x 1 in. (each) (framed)  
Autographs by microbial personalities.

\$600 / 800



75

**75. Eye Chart**

mounted computer generated image  
21 x 14 in.  
"I don't understand. Why?" Repeated phrase in various languages ranked by literacy studies conducted by the U.N.

\$400 / 600



76

**76. Prostitute Ancestors**

computerized portraits from 19th century  
each: 12 x 10 x 1 in. (framed)  
Made for Megan's stay in the Beach House.  
Lot of four

\$200 / 400



77

**77. Sydney Doll**

silk-screen ink on cotton  
Jane's sister (unknown to Jane) waits for her at her childhood home.  
14 x 7 x 2.5 in.

\$400 / 600







80. **Barbie Bug Sheets**  
ink on cotton sheets  
queen-size  
\$200 / 400

81. **Poodle Skirt**  
applied felt  
size 4  
For a character with multiple personalities  
bound for Hades.  
\$400 / 600

82. **Against PETSA**  
(People for the Ethical Treatment of Stuffed Animals)  
acrylic fabric and stuffed animal parts on wood board  
24 x 18 in. each (eight panels)  
Made for an analyst's office; he likes a less-filling  
abstraction.  
\$1000 / 1500

83. **Sam's Late Paintings**  
a. Chateau Marmont  
b. Nicole Brown Simpson's House (not pictured)  
c. Ambassador Hotel (not pictured)  
acrylic on canvas 36 x 24 in. (framed)  
each \$600 / 800



- 85a **Melrose Pool Water**  
water in glass vial  
4 x 3/4 in. each

- 85b **Melrose Air**  
rubber, glass, air  
5 x 3/4 in.  
Captured on the set.  
\$300 / 500

84. **Sam's Late Paintings (continued)**  
a. Melrose Courtyard  
b. O.J.'s Brentwood House  
c. Sharon Tate House  
d. La Bianca House (not pictured)  
acrylic on canvas 36 x 48 in. (framed)

86. **For LeAse**  
Hawthorne Courts  
commercial printed sign  
48 x 24 x 16 in.  
A scarlet "A" for undesir-  
ables in the neighborhood.  
\$250 / 350



78. **Heroin Clock**  
commercial clock with  
altered hands  
12 in. diameter  
Time needs a fix.  
\$350 / 450



78

79. **Quantum Cat Clock**  
plastic clock, wood, steel  
approx. 13 x 7 x 5 in.  
A reference to "Schrodinger's  
Cat" - a quantum physics  
puzzle.  
\$300 / 500



79



80 detail



81



82



83a



84



84b

86



84c





88



87



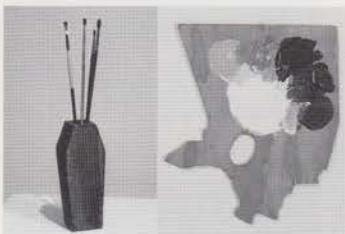
89



90



91



92



94



93



- 87. Diet Pill Necklace**  
Dexatrim pills on string with varnish  
1 x 5 in.  
Ready to wear appetite suppressants. Made for the teen with angst.  
\$200 / 300

- 88. Be Normal**  
computer printout on standup placard  
10 x 7 in.  
For speed-addicted Doug, the price was not the issue.  
\$250 / 300

- 89. Breast Cancer Ribbon Pillows**  
silk-screen ink on cotton, pillows  
18 in. square  
\$300 / 400



- 90. Gag Order**  
hand-screened ink on silk  
24 in. square  
Black and white fingers accuse each other.  
(Used to gag Jane during a robbery).  
\$350 / 450

- 91. Aedes Egypti**  
Heavy-Metal T-shirt  
transfer iron-on cotton t-shirt  
His band is infectious.  
\$350 / 450



- 92. Paint brush Coffin & LA Colors Palette**  
wood, paint brushes, paint  
various sizes  
They say painting is dead. Long live the diverse demographics of LA.  
\$300 / 400

- 93. Witches Broom**  
shaped, burn and branded broom  
Effigy to sweep away the persecution of women.  
\$300 / 400

- 94. Seamstress Distress**  
bolt of hand printed cotton  
Triangle Shirt Factory  
New Store Hours  
Your Clothes Are Made By Somebody  
computer generated images on Foamcore  
8 x 10 in., 10 x 9 in. and 6 x 8 in.  
All made for Jane's boutique as a labor of love.  
\$250 / 350



**95. House Lamp**

Georgia pine, cloth shade  
with paint application  
electric components  
30 x 14 x 14 in.  
Continuous profile of  
Speaker of the House in the  
manner of Bertelli.

\$400 / 600



95

**96. We Three Kings**

silk-screen on paper  
approx. 12 x 30 in.  
King Carlos the IV, Elvis, Aaron Spelling

\$400 / 600



96

**97. Wilhelm Reich Diploma**

lithograph, wood, steel wool, wool fabric, steel  
20 x 24 x 2 in. (framed)  
This document has organic capabilities

\$300 / 500



97

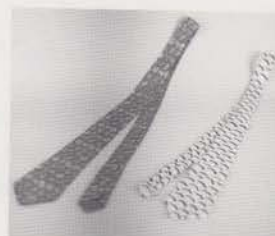


98

**98. Dr. Charles Drew**

charcoal on paper  
24 x 20 in. (framed)  
Famous doctor in infamous  
doctor's office.

\$300 / 500



99

**99. a. Billy's Tie (with Brooke's scar)**

handmade silk tie with hand printed pattern  
(white tie w/ red)  
53 x 3 in.  
Brooke's blood on Billy's Tie. She died in the pool.  
\$250-350

**99. b. Germ Tie**

handmade silk tie with hand printed pattern  
(pale green tie w/ brown)  
53 x 3 in.  
Design of microbes in reoccurring patterns. Made for  
the doctors of Wilshire Memorial.

\$250 / 350

**100. a. Freud/Ruth Photograph**

**b. Kervorkian/Burns Photograph**

computer altered images on paper  
11 x 8.5 in.  
10 x 8 in.

A morph of two famous doctors who wrote about sex.  
A morph of Dr. Kervorkian and Dr. Peter Burns, mercy  
killers. Lot of two  
\$200 /-300

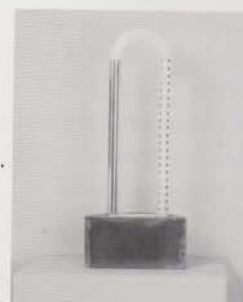


100

**101. Logo Light**

steel, fluorescent tubing,  
metal tape, electrical  
components  
28 x 11.75 x 5 in.  
The Spelling logo seen as  
light sculpture.

\$400 / 600



101



# PROVENANCE : Exhibitions / Episodes Histories



The Entrance to *In the Name of the Place* at MOCA'S *Uncommon Sense* Exhibition.

## EXHIBITION RECORD

*In the Name of the Place* 1997 - 1998

Museum of Contemporary Art Los Angeles, CA

Kwangju International Biennale Kwangju, Korea

Grand Arts, Kansas City, MO

Lawing Gallery, Houston, TX (selected presentation)

## LEGEND

C Cover

BC Back Cover

IBC Inside Back Cover

EP End Page

NP Not Pictured

Note: Following is a partial list of products that have "made camera." Does not include repeat appearances in subsequent episodes.

NAME OF GALA PRODUCT	ORIGINAL APPEARANCE	PRODUCTION No.	LOT No.
Safety Sheets	Devil In A Wet Dress	2395114	13
Surreal Definitions	Ruthless People	2395117	40
It's a Set Up	The Burning Sofa	2395118	63
Total Proof	The Triumph of the Bill	2395119	29
Rubber Shovel	Living with Disaster	2396126	20
Spotted Reason	Over Dick's Dead Body	2396127	41
House Lamp			95
Be Normal			88
Sketch Book			64
Fragile! Labels on Boxes			NP
Mosquito Brooch	Moving Violations	2396128	39
Shooter's Bar/Bar Graph			28
Double Fault Dinner Plates	HunkaHunka Burning Love	2396129	56
Marilyn Monroe Painting	Un-Janed Melody	2396130	48a
AP Ryder Water Campaign	Jane's Addiction	2396131	45
Ready Made Brick			21
Change the Guard of Despair	Young Doctors in Heat	2396132	NP
Against PETSA			82
Sunny LA/Death and Destruction Paintings			48, 83, 84
Burning Churches Window in Kyle's			67
HIV Pillow			12
Spotted Reason			41
Chinese Take-Out	Farewell Mike's Concubine	2395134	35
Domestic Brand Serial	Nice Work If You Can Get It	23951355	4
Sidney Doll			77
Unveiling of the Ambassador Hotel			84
Government Issue	Sole Sister	2396136	32
Little Southern Devil (LSD)			68
Show Hosts GALA	Quest for Mother	2396137	EP
Background Information			69
Sketch Book with Billy			65
Milarepa Objects			92

NAME OF GALA PRODUCT	ORIGINAL APPEARANCE	PRODUCTION No.	LOT No.
Chroma Key Blue			2
Praying Hands			26
Melrose Courtyard	Crazy Love	2396138	84
Yes or Snow			9
Auction Scenes:			
Marilyn Monroe House / Auction Paddles			48
Sam's World	The Accidental Doctor	2396139	25
Revenge of the Bay			25
Lighthouse with Boat			25
Pool Toy (spotted in Billy's closet)			8
Aedes Egypti Heavy Metal T-Shirt	Escape From L.A.	2396140	91
Pacifier Candlesticks	The Eyes of the Storm	2396141	36
Nicole Brown Simpson's Walkway			83
Cheese Chart in D&D Advertising			NP
Double Fault Dinner Plates in Kyle's	Better Homes and Condos	2396142	56
Cubans	Great Sex-pectations	2396143	33
Baby Mobile with Static Wrapping			4
New Grant Dad at Bachelor Party			NP
The Hoods			23
Target Audience (Spotted in Shooter's)			3
Cherry Key Ring	Catch Her in a Lie	2396144	53
Chateau Marmont painting	Men Are From Melrose	2396145	83a
O.J.s Brentwood House			84
Quantam Cat Clock	Frames Are Us	2396146	79
House Lamp			95
Logo Light	Screams From A Marriage	2396147	101
Habit Form			1
RU 486	101 Damnations	2396148	11
Hawthorne Courts			86
Reich Diploma			97
Portrait of Dr. Charles Drew			98
Libidinal Economy			60
Moon Calendar	From Here To Maternity	2396149	58
Integrity			19
Broken Bridge	Last Exit to Ohio	2396150	25
Bowling Bomb and Bag			52
Melrose at MOCA	De Ja Vu All Over Again 2	396152	C
Fireflies -The Bombing of Baghdad			37
tv-phage			7
TV Tube			49
Viper Room			48
Think of the Re-runs			5
Ear Pillows			62
Behind the Blue Dots			16
Oval Office	All Beths Are Off	2396153	NP
Cycladic Idol			17
Laced Lingam			18
Coyote in Babylon			IBC
Barbie Mask	Ultimatums And The Single Girl	2396154	73
GALA Committee Award	A Christine Runs Through It	2397179	NP
Brave New Family	Divorce Dominican Style	2397184	46



# UPDATE



Image from the GALA COMMITTEE Historic Archives

It is 2021, a quarter century after the GALA Committee initiated its viral infection of the global electronic net. As we now know, that world historic event started humbly enough with the GALA Committee's gentle invasion of its first host, *Melrose Place*, a kitschy if surprisingly clever soap opera destined for the recycling bin of syndicated nostalgia, which instead found itself not only remembered but revered for its pioneering effort to creatively fuse the worlds of art and television. Who could have known that this small yet unprecedented collaboration between the television veterans who produced *Melrose Place* for Aaron Spelling (mega-producer Tori Spelling's father) and the GALA Committee artists would lead to a profoundly radical transformation of worldwide art, entertainment, communication and government.

GALA's non-commercial PIMs (product insertion manifestations) began to take hold with the introduction of HDTV (now obsolete.) Popular VVs and F2B / B2F parties (aka Vice Versas and Foreground to Background) were the way to watch PIM-affected programs. Meanwhile, in the academic world, multi-dimensional conceptual perceptual field dynamics grew more powerful as CPOs (Conceptual/Perceptual Oscillations) produced a cascade effect of democratic expression and desires. The worldwide fan net, once under the control of consumer/media marketing professionals, had no choice but to rethink their strategies to match the yearning for ideas provoked by the new forms of intelligent simulevel entertainment.

From the perspective of twenty-five years, it is easy to see the GALA Committee's historical predecessors (it also helps being wetwired into the Global Instant Database.) Throughout the 1980s and 1990s, ACT UP, the slashers, Paper Tiger Television, the Tape Beatles, Emergency Broadcast Network, the Barbie Liberation Organization, local TV pirates, and indigenous media groups made guerilla raids on television. Using the cultural terrorist tactics of poaching, hacking, slashing and jamming, these groups of artists and activists created a new electronic folk culture out of the materials of mass-produced culture. The GALA Committee tweaked those tactics to develop a more viral strategy of infection and mutation that eventually spread through the whole electronic realm.

MELROSE SPACE, as the collaboration between the GALA Committee and the television producers came to be called, soon sparked similar projects as people around the world began to reinvent their relation to television and the public sphere. Some projects worked with the existing shows while others created new public spheres for art within the world of broadcast television. The Hollywood film industry, by contrast, remained impervious to any art influences and eventually withered away. In the U.S., President Clinton's leadership in folding the FCC into the NEA showed yet again that her vision of the role of the arts in American life went far beyond anything that either of her parents had been able to accomplish.

We used to watch television. Now we live in it. Improbably, it was the GALA Committee's fuzzy-grained millisecond presence on *Melrose Place* that inspired the new forms of truly interactive virtual environments that we inhabit today. As Amanda Woodward often said, there's no predicting the future.





Megan and the  
Coyote of Babylon

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Web page by WEB MARKETING GROUP, Inc., Hendersonville, North Carolina  
1998



GALA COMMITTEE  
1995 - 1998

2-0-695996-0 NBSI