

SWISS INSTITUTE / CONTEMPORARY ART
495 BROADWAY / 3RD FLOOR
NEW YORK / NY 10012
TEL (212) 925-2035
WWW.SWISSINSTITUTE.NET

SI

Tobias Madison

Yes I Can ! The Movie : A Preview

Worklist

Yes I Can! The Movie: A Preview, 2010

Digital video, continuous loop

31 minutes, 15 seconds

Preview Credits

Jan Vorisek

Water Surfaces: a compilation for Yes I Can! The Movie: A Preview

Sergei Tcherepnin at the Relief for the 100th Anniversary of the Georgian Russian Friendship, Gudauri, Lower Caucasus, Georgia

The Ashgabat Spire Promotional Video re-cut for Yes I Can! The Movie: A Preview

Yes I Can! The Movie: A Preview: Theatrical Trailer

Music: Digitally modified version of: Geinoh Yamashirogumi - Akira Symphonic Suite - Kaneda 1988

Yes I Can! The Movie: A Preview: Sponsors

Isostar Levis Mitsubishi Nike The North Face Persol Ralph Lauren Red Bull Gemeinde Riehen Sherpa Outdoor Spirte
Christoph Merian Stiftung Fred Perry Isostar Levis Mitsubishi Nike The North Face Persol Ralph Lauren Red Bull Gemeinde
Riehen Sherpa Outdoor projected on a Nike The Athletic Departement Ultralight Fibre Jacket.

Yes I Can! The Movie: A Preview: The City of Astana

Music: Digitally modified version of: Geinoh Yamashirogumi - Akira Symphonic Suite - Kaneda 1988

Ei Arakawa, Gela Patashuri, Sergei Tcherepnin

Shindisi Autocenter, 2009

Video re-cut in 2010.

Music: digitally modified version of: Geinoh Yamashirogumi - Akira Symphonic Suite - Kaneda 1988

Yes I Can! Paintings, *clockwise*

Yes I Can! (with Vittorio Brodman) , 2010

Isostar Silver acrylic paint & Isostar Yellow acrylic paint on Yes I Can! Flag,
72 in X 48 inches / 183 x 122 centimeters

Yes I Can! (with Nikolas Gambaroff), 2010

Sprite Green acrylic paint & Sprite White acrylic paint on Yes I Can! Flag
80 in X 60 inches / 203 x 152.4 inches

Yes I Can! (with Kerstin Brätsch, Tobias Radisson & Rebecca Senn), 2010

Acrylic paint on Yes I Can! Flag
80 in X 60 inches / 203 x 152.4 inches

Yes I Can! (with Piper Marshall & John Tremblay) , 2010

Ralph Lauren red acrylic paint, Ralph Lauren white acrylic paint; *How to Make Friends and Influence People* by Dale Carnegie
on Yes I Can! Flag
72 in X 48 inches / 183 x 122 centimeters

Yes I Can! (with Gianni Jetzer) , 2010

Isostar Silver acrylic paint & Isostar Orange acrylic paint on Yes I Can! Flag
72 in X 48 inches / 183 x 122 centimeters

SWISS INSTITUTE / CONTEMPORARY ART
495 BROADWAY / 3RD FLOOR
NEW YORK / NY 10012
TEL (212) 925-2035
WWW.SWISSINSTITUTE.NET

SI

Tobias Madison

Yes I Can ! The Movie : A Preview

Yes I Can! In 1979 the Radisson Hotel brand adopted the slogan to trademark their most important amenity, customer service. Molded into gold-plated lapel pins, and flown in white writing on royal blue flags above entranceways where an earlier era might have seen “vacancy” in flashing neon, the chain’s logo promises a high-class standard of hospitality at middle-class prices worldwide; a guarantee that a guest’s every request will be met with the postfordist worker’s pep-rally cheer, *Yes I Can!* And to ensure this skill is carried out uniformly with brand-name reliability, the corporation’s Swedish-American CEO Curtis Carlson instituted a service apprenticeship program. Aiming to fortify profits through improvements in the “non-productive” aspects of a business, he also developed the Gold Bond Stamp System, a prototype for incentive programs that have sold credit cards, transatlantic flights, and “thinking of you” bouquets of FTD flowers ever since.

Minneapolis, Minnesota 1909: The first Radisson Hotel is established and named (in the colonial tradition) after the French discoverer and furrier Pierre-Esprit Radisson. The first American company to establish a permanent site in the USSR, by 1979 there are some fifty Radisson Hotels worldwide and the *Yes I Can!* service and apprenticeship program is initiated. 2010: the oldest active global hospitality group, the corporation has grown into a chain that owns more than 500 hotels worldwide, its logo now doubling as a symbol for the success of the service industry.

Driving from Switzerland to China this summer, I collected a bunch of *Yes I Can!* flags, cutting them from the facades of the Radisson hotels I passed as though the slogan was an invitation to do so. For this show I’ve dedicated five to be stretched like canvas, commissioning other artists to lend painterly gestures to this readymade ground. Each canvas features the corporate colors of another patron for the film that served as the object of sponsorship for my trip—Sprite, Ralph Lauren, Isostar lemon flavor and Isostar orange flavor— Shown here at the Swiss Institute, an “autonomous” art-viewing space is rendered a space for advertising, only multiplied by any images or description of the show that circulate as criticism or Swiss Institute publicity. The iconicity of the *Yes I Can!* logo and its legibility to a common public increases the value of the work, while incorporated into paintings exhibited at a “contemporary” New York art institution, the logo gains new currency, benefiting the Radisson’s cultural identity. *Yes I Can!* is the slogan of a self governing capitalism in which the involved parties establish the rules and change them at any given point. —Tobias Madison

SWISS INSTITUTE / CONTEMPORARY ART
495 BROADWAY / 3RD FLOOR
NEW YORK / NY 10012
TEL (212) 925-2035
WWW.SWISSINSTITUTE.NET

SI

Tobias Madison
Hydrate + Perform
Worklist

Gallery A, *clockwise from the windows*

Acai - Blueberry - Pomegrenate Mangrove Slide / XXX, 2010
acrylic glass filled with vitaminwater xxx
72 x 18 x 70 inches

Durabrite / Against Nature / UNTITLED / 90000
Coffee Bubingo Burl and Sierra Birch Figured veneered wood,
acrylic glass, artificial plants and acrylic paint
12 x 12 x 86 inches

Fruit Punch Mangrove Slide / Revive, 2010
acrylic glass filled with vitaminwater revive
72 x 18 x 70 inches

Grape Mangrove Slide / Formula 50, 2010
acrylic glass filled with vitaminwater formula 50
72 x 18 x 70 inches

CD-Scan, 2010
Epson Ultrachrome K3 Print
50 x 71 inches

CD-Scan, 2010
Epson Ultrachrome K3 Print
50 x 71 inches

CD-Scan, 2010
Epson Ultrachrome K3 Print
50 x 71 inches

CD-Scan, 2010
Epson Ultrachrome K3 Print
50 x 71 inches

Vivid Magenta / CS4 / Carissa Rodriguez: Luxury Problems / NJYY, 2010
Epson Ultrachrome K3 Print on self adhesive vinyl
Dimensions variable

LASERBLUE / Black & White Photography / California Citrus Summer
Coffee Bubingo Burl and Sierra Birch Figured veneered wood,
acrylic glass, artificial plants and acrylic paint
12 x 12 x 86 inches

UNTITLED® / VIOLENT MASTERMIND / New Jersey
Coffee Bubingo Burl and Sierra Birch Figured veneered wood,
acrylic glass, artificial plants and acrylic paint
12 x 12 x 86 inches

MAYDAY / YES I CAN ! / UNTITLED / My Private Jet NL B59, 2009
Coffee Bubingo Burl and Sierra Birch Figured veneered wood,
acrylic glass, artificial plants and acrylic paint
12 x 12 x 86 inches

Gallery B, clockwise

Riven: The Sequel to Myst / HAW – LIN® / untitled 223 / Dubai 2012
Coffee Bubingo Burl and Sierra Birch Figured veneered wood,
acrylic glass, artificial plants and acrylic paint
12 x 12 x 86 inches

CD-Scan, 2010
Epson Ultrachrome K3 Print
50 x 71 inches

CD-Scan, 2010
Epson Ultrachrome K3 Print
50 x 71 inches

CD-Scan, 2010
Epson Ultrachrome K3 Print
50 x 71 inches

CD-Scan, 2010
Epson Ultrachrome K3 Print
50 x 71 inches

CD-Scan, 2010
Epson Ultrachrome K3 Print
50 x 71 inches

CD-Scan, 2010
Epson Ultrachrome K3 Print
50 x 71 inches

Vivid Magenta / CS4 / Carissa Rodriguez: Luxury Problems / NJYY, 2010
Epson Ultrachrome K3 Print on self adhesive vinyl
Dimensions variable

Dragonfruit Mangrove Slide / Power - C, 2010
acrylic glass filled with vitaminwater power - c
72 x 18 x 70 inches

Kiwi - Strawberry Mangrove Slide / Focus, 2010
acrylic glass filled with vitaminwater focus
72 x 18 x 70 inches

ISOSTAR / ISOSTAR / x27x »/ 2000, 2010
Coffee Bubingo Burl and Sierra Birch Figured veneered wood,
acrylic glass, artificial plants and acrylic paint
12 x 12 x 86 inches

Orange - Orange Mangrove Slide / Essential Orange, 2010
acrylic glass filled with vitaminwater essential orange
72 x 18 x 70 inches

Tropical Citrus Mangrove Slide / Energy, 2010
acrylic glass filled with vitaminwater energy
72 x 18 x 70 inches

Lemonade Mangrove Slide / Multi - V, 2010
acrylic glass filled with vitaminwater multi – v
72 x 18 x 70 inches

HAW – LIN / Variable Dimensions / untitled / Tropical Minimal®, 2010
Coffee Bubingo Burl and Sierra Birch Figured veneered wood,
acrylic glass, artificial plants and acrylic paint
12 x 12 x 86 inches

Mango Madness / Yes I Can! / xxxxxx / Gel Galaxy 3 VC, 2010
Coffee Bubingo Burl and Sierra Birch Figured veneered wood,
acrylic glass, artificial plants and acrylic paint
12 x 12 x 86 inches