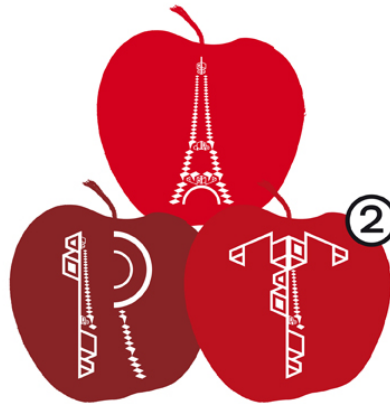




FOR IMMEDIATE RELEASE  
February 5, 2014

**THE CULTURAL SERVICES OF THE FRENCH EMBASSY TO PRESENT  
A SPRAWLING VISUAL ARTS FESTIVAL WITH 38 PARTNERS AT 20  
VENUES  
IN AND AROUND NEW YORK CITY IN APRIL 2014**

**Month-long festival will explore themes paramount to the international art world  
through exhibitions, performances, talks, workshops, conferences and publications**



*An International Platform on Contemporary Art*  
**April 1 - 28, 2014**

**NEW YORK** — The Cultural Services of the French Embassy in the United States are pleased to announce **ART²**, a month-long visual arts festival exploring ideas and themes paramount to the international art world, which will be presented with 38 partner museums, galleries, universities, and non-profit spaces in New York during April 2014. The culmination of 18 months of cross-cultural research, **ART²** will consider six main issues prevalent in today's patently global art world through exhibitions, public lectures, workshops and conferences by French and American art experts, with the goal of encouraging intellectual discourse between institutions, artists, scholars, students and the public. The conversations and workshops aim to generate constructive debate and explore the differences among French and American culture. More than an event-driven project, **ART²** was conceived as a platform for generating "intellectual friction" between artists, arts professionals and those interested in contemporary art.

**ART² is presented in collaboration with the Institut français, the French Ministry of Culture and Communication and FACE (French American Cultural Exchange).**

**Antonin Baudry**, Cultural Counselor of the French Embassy, explains, "We are delighted to organize this ambitious festival in New York City addressing fundamental issues of our time through the lens of the visual arts." Baudry continues, "Though the starting point was France and the US - two countries that share many common interests—the themes and issues explored are fundamental questions facing the international art world. While the value of art is often described in monetary values, we believe that its greatest value lies in its intrinsic capacity to inform our understanding of the world, and as such, we hope that this festival will generate international



discourse using art as a point of departure for political, economic, and cultural issues.”

During April 2014, **ART<sup>2</sup>** will include more than 30 events (exhibitions, performances, talks, workshops, conferences) that will take place at 20 partner venues. On the occasion of this festival, 4 publications will be published by Les Presses du reel – New York Series. **ART<sup>2</sup>** and its various components are organized around six areas of investigation, curated by renowned art experts:

### 1 – THE EXHIBITION MACHINE

*History of exhibitions by artists. Curated by Florence Ostende (University of Art and Design Geneva).*

The Exhibition Machine considers the pioneering role artists have played in exhibition-making—using the exhibition as a medium and source material to create their own occupation of space, temporality and structural mechanisms beyond the “spectacularization” of experience. This multifaceted project includes a series of exhibitions, symposiums and events, which investigate four typologies (emergence, setting, object and archive) operating within the fields of history, philosophy, science and politics. The Exhibition Machine is curated in collaboration with Johanna Burton, Katherine Carl, Jenny Jaskey, Brett Littman and Alicia Ritson. Participants include Pierre Huyghe, Franz Erhard Walther, The Museum of Jurassic Technology, and The Museum of American Art.

### 2 - COMPOSING DIFFERENCES

*Curated by Virginie Bobin (Witte de With)*

Within today's "crisis of education", driven by privatization, many artists, curators and art institutions attempt to reinvent the relations between art and research outside of the academic world, and to experiment, often in a collaborative manner, alternative models of knowledge production and exchange. *Composing Differences* brings together artists, curators, researchers and others from Europe and the United States, who are establishing new platforms to experiment with art and knowledge production, which defend the circulation of knowledge and the immaterial value of art as a tool of social change. Participants include Glass Bead, PAF, The Council, Open School East, Tristan Garcia, Esther Salmona, Guillaume Fayard, Noé Soulier, and Jeffrey Mansfield.

### 3 - MUSEUMS TODAY

*with Glenn Lowry (MoMA), Richard Armstrong (Solomon R. Guggenheim Museum), Adam Weinberg and his curatorial team (Whitney Museum of American Art), Tom Campbell (Metropolitan Museum of Art), Michael Govan (LACMA), Martin Bethenod (Punta della Dogana–Palazzo Grassi–Fondation Pinault), Alain Seban (Centre Pompidou), Jean-Luc Martinez (Musée du Louvre), and Xavier Douroux (Le Consortium)*

This platform was conceived as a French-American exchange of perspectives centered on issues and themes that drive museums, foundations and art institutions alike. These places are guarantors of an encyclopedic knowledge essential for enriching our vision of the world, but what tactics do these cultural institutions use for transmitting knowledge to the public? Several topics of reflection will be studied over the course of these two days of discussion: exhibiting collections, presenting new perspectives on art history, offering an artistic yet pedagogic program, producing new works and supporting the creation of contemporary art, and opening international axis museums in an effort to globalize a museum's presence.



#### **4 - THE NEW EXISTENTIALISM**

*Curated by Tim Griffin (The Kitchen)*

During the past decade and a half, New York has seemed a unique laboratory for paradigmatic shifts in society, providing a locus for crises in financial and economic structure, political organization, and climatic patterns. And yet the circumstances unfolding in all these spheres have prompted a sense of insecurity that pervades not only the old centers of the occidental world but also territories beyond. In an effort to reframe (and de-privilege) humanity's place in this radically altered world environment, a number of increasingly prominent voices in contemporary thought have been seeking to instigate a break with historical modes of intellectual engagement stemming from continental philosophy in order to find alternative models that might depart from referential practices, poststructuralism, and even sociological theory. At the same time, such an impulse is shared by an emerging generation of practitioners in art. In two roundtables, featuring French, American and other thinkers will evoke some recent philosophical proposals and link them with some related artistic practices.

#### **5 - ART & SOCIETY**

*"Protocol of Participation" curated by Alexander Nagel (New York University-Institute of Fine Art) - "Civic Society and New Patronage" curated by Tom Eccles (CCS Bard College) & Fionn Meade (Bard College and Columbia University)*

This area of investigation introduces The Nouveaux Commanditaires Program (*New Patrons*) and its commitment to commissioning artworks and artistic research that responds directly to issues of public interest contextualized within the terms of civil society. This platform will propose a talk organized by Alexander Nagel on "Protocols of Participation: Recent Models of Socially Engaged Art in the United States and Europe". This panel puts the New Patrons protocol into dialogue with other models of socially engaged art, and in particular with the Creative Time, which has achieved a similar level of success on this continent; A workshop organized by Tom Eccles and Fionn Meade on "Civic Society and New Patronage". Focused on the aesthetic and ethical terrain explored by specific artistic practices, this workshop will include dialogues with artists and look closer at the unique opportunities and challenges afforded by new models and approaches, engaging a dialog with Nouveaux Commanditaires representatives and artists negotiating the shifting terms of civil society.

#### **6 - ART & VALUE**

*Curated by Fionn Meade (Bard College and Columbia University)*

In 2014, it can be argued that reputational capital and visualized networks of consumable artistic identities precede, distort, and often surpass the reception of artworks and artists themselves, conditioning value in new ways and realizing new speculative assets. By putting forward a series of provocations and re-castings of the space between materialism, idealism, and ways of working that are identifiable but not easily consumable, this platform proposes an exhibition around *The Skin of the Bear* (first major auction of modern art in Europe) and an exhibition around Janette Laverrière (artist/designer). These projects will be complemented by panel discussions, readings and an evening of new performances. Participants include Castillo/Corrales.

*A detailed program is joined in the below media kit.*

***For additional details and most up-dated program go to [frenchculture.org/Art2](http://frenchculture.org/Art2)***

#### **PARTNERS**



**MUSEUMS, FOUNDATIONS & ART INSTITUTIONS:** MoMA, Metropolitan Museum of Art, Solomon R. Guggenheim Museum, Whitney Museum of American Art, Centre Pompidou, Musée du Louvre, Fondation de France, MoMA PS1, New Museum, LACMA, Punta della Dogana–Palazzo Grassi–Fondation Pinault, Judd Foundation

**UNIVERSITIES:** CUNY Graduate Center, CCS Bard Center for Curatorial Studies, Columbia University School of the Arts/Columbia Maison Française, New York University-Institute of Fine Arts

**ART CENTERS & NON-PROFIT SPACES:** The Artist's Institute, The Kitchen, The Drawing Center, Danspace Project/Saint Marks Church, Artists Space, Le Consortium, Castillo/Corales, Silberkuppe, The James Gallery, Open School East, The Council, Glass Bead, Performing Arts Forum, Forever & Today, The Museum of Jurassic Technology, The Museum of American Art

**COMMERCIAL GALLERIES & PRIVATE ORGANIZATIONS:** 303 Gallery, Josée Bienvenu Gallery with Hervé Bize Gallery, Andrew Kreps Gallery, TWAAS (Thea Westreich Art Advisory), Dominique Levy Gallery with Emmanuel Perrotin Gallery

**PUBLISHERS, MEDIA & PRODUCTION COMPANIES :** Les presses du réel, La Dispute/France Culture

## SPONSORS

Art<sup>2</sup> is generously supported by Air France, Pommery and Van Cleef & Arpels.

## ABOUT

**THE CULTURAL SERVICES OF THE FRENCH EMBASSY** provides a platform for exchange and innovation between French and American artists, intellectuals, educators, students, the tech community, and the general public. Based in New York City, Washington D.C., and eight other cities across the US, the Cultural Services develops the cultural economy by focusing on six principal fields of action: the arts, literature, cinema, the digital sphere, French language and higher education. [www.frenchculture.org](http://www.frenchculture.org)



**INSTITUT FRANÇAIS** is in charge of implementing France's cultural action abroad. Under the supervision of the Ministry of Foreign Affairs, its role is to act as the conduit for a new, more ambitious "diplomacy of influence", within the framework of French governmental policies and priorities. It will help to promote French influence abroad through greater dialogue with foreign cultures, while responding to the needs of France via a policy of listening, partnership and openness to other cultures. [www.institutfrancais.com](http://www.institutfrancais.com)



**FRENCH MINISTRY OF CULTURE AND COMMUNICATION** aims to make the major works of humanity - and especially those of France - accessible to the largest number of people possible. As such, it maintains a policy of protection and of development of all components of French cultural heritage. It supports the creation of works of art, the development of the artistic and cultural education of children and young adults, and the establishment of local and global cultural initiatives. The ministry focuses on bolstering culture-related governmental policy and it contributes to the evolution of new technologies for sharing cultural creation and heritage. It implements, in conjunction with other related ministries, the actions of the State destined to





ensure the influence throughout the world of French culture and artistic creation. It contributes to cultural initiatives outside of France and to initiatives relating to the establishment of French cultural initiatives throughout the world.

[www.culturecommunication.gouv.fr](http://www.culturecommunication.gouv.fr)

**FACE** (French American Cultural Exchange) is an American nonprofit organization, chartered by the state of New York and dedicated to nurturing French-American relations through innovative international projects in the arts, education, and cultural exchange. In partnership with the Cultural Services of the French Embassy, FACE administers grant programs and projects in the performing and visual arts, cinema, publication and translation, secondary and higher education. [www.facecouncil.org](http://www.facecouncil.org)



## CALENDAR

*This program is subject to change. Please find the most up-dated program on [frenchculture.org/Art2](http://frenchculture.org/Art2)*

### 1-THE EXHIBITION MACHINE

*(History of exhibitions by artists)*

Curated by Florence Ostende

**April 1 - May 11**

**EXHIBITION:** *Pierre Huyghe (Episode 2)*

**Curators:** Jenny Jaskey, Florence Ostende

**Venue:** The Artist's Institute at Hunter College - 163 Eldridge St, New York, NY 10002

**Opening:** April 1<sup>st</sup>

**Events:** (TBC) April 1<sup>st</sup>, April 9, May 1 and May 5

Free entrance

**April 3 - June 7**

**EXHIBITION:** *A Story of Two Museums: An ethnographic exhibition*

With The Museum of Jurassic Technology, Los Angeles and The Museum of American Art, Berlin

**Curators:** Walter Benjamin, Katherine Carl and Florence Ostende

**Venue:** The Graduate Center, CUNY - James Gallery - 365 5th Ave, New York, NY 10016

**Opening:** April 4, at 6 pm

Free entrance

**April 4, all day**

**SYMPOSIUM:** *Setting as Spatial Strategy*

**Organized by:** Katherine Carl and Florence Ostende

**Venue:** CUNY Graduate Center–Center for Humanities - 365 5th Ave, New York, NY 10016

Free entrance. RSVP needed

**April 18, 7 pm**

**TALK:** *Franz Erhard Walther: Plan Drawings*

**Venue:** The Drawing Center - 35 Wooster St, New York, NY 10013

Free entrance. RSVP needed



**April 19, 1 pm-7 pm**

**SYMPOSIUM: *Exhibition as Object***

**Organized by:** Johanna Burton, Florence Ostende and Alicia Ritson

**Venue:** *New Museum - 235 Bowery, New York, NY 10002*

Free entrance. RSVP needed

## **2 - COMPOSING DIFFERENCES**

Curated by Virginie Bobin

**April 21-26**

**WORKSHOPS/EVENTS:** *Glass Bead, PAF, The Council and Open School East*

**Venue:** MoMA PS1 - 22-25 Jackson Avenue, Long Island City, NY 11101

**April 24, 25, 26**

**READINGS:** *PAF, On Form and Object (A Treatise of Things) by Tristan Garcia*

**Venue:** MoMA PS1 - 22-25 Jackson Avenue, Long Island City, NY 11101

RSVP

**April 26 - 27**

**TALK/PERFORMANCES:** *Composing Differences*

With Glass Bead, PAF, The Council and Open School East, Esther Salmona, Guillaume Fayard, Noé Soulier and Jeffrey Mansfield

**Venue:** MoMA PS1 - 22-25 Jackson Avenue, Long Island City, NY 11101

Free entrance. RSVP needed

## **3 - MUSEUMS TODAY**

**April 23, 12 pm**

**TALK: *Art & Ideology***

With DIA Foundation and Martin Bethenod (Punta della Dogana–Palazzo Grassi–Fondation Pinault).

**Venue:** Judd foundation - 101 Spring St, New York, NY 10012

Free entrance. RSVP needed

**April 23, 5.30 pm**

**TALK: *The Encyclopedic Museum of the 21<sup>st</sup> Century***

With Tom Campbell (Metropolitan Museum of Art), Jean-Luc Martinez (Le Louvre) and Michael Govan (LACMA). Moderated by András Szántó

**Venue:** French Embassy – 972 Fifth Avenue, New York, NY 10075

Free entrance. RSVP

**April 24, 1 pm**

**TALK: *Twin-Museums***

With Richard Armstrong (Solomon R. Guggenheim Museum), Jean-Luc Martinez (Le Louvre) and Alain Seban (Centre Pompidou).

**Venue:** Solomon R. Guggenheim Museum - 1071 5th Ave, New York, NY 10128

Free entrance. RSVP needed

**April 24, 6 pm**

**TALK: *Collecting and Displaying Modern Art in the 21<sup>st</sup> Century***

With Glenn Lowry (MoMA) and Alain Seban (Centre Pompidou). Moderated by Peter Reed





**Venue:** MoMA - 11 W 53rd St, New York, NY 10019  
Free entrance. RSVP needed

#### **4 - THE NEW EXISTENTIALISM**

Curated by Tim Griffin

**April 26**

**SYMPOSIUM: *The New Existentialism***

With (TBC) Patricia Falguières, Patrice Maniglier, John Kelsey, Tim Griffin

**Venue:** The Kitchen - 512 W 19th St, New York, NY 10011

Free entrance. RSVP needed

#### **5 - ART & SOCIETY**

*“Protocol of Participation”* curated by Alexander Nagel

*“Civic Society and New Patronage”* curated by Tom Eccles & Fionn Meade

**April 23 or 24 or 30, 5.30 pm**

**TALK: *Protocol of Participation: Recent Models of Socially Engaged Art in the United-States***  
*With Creative Time and Nouveaux Commanditaires (Xavier Douroux, Thérèse Legierse)*

**Venue:** Institute of Fine Arts, NYU - 1 E 78 St, New York, NY 10075

**April 28, 11am to 3 pm**

**WORKSHOP: *Civic Society and New Patronage***

With *Nouveaux Commanditaires* (Xavier Douroux, Thérèse Legierse and Jérôme Poggi) and artists Sven Augustijnen and Camille Henrot

**Venue:** CCS Bard - 33 Garden Rd, Annandale-on-Hudson, NY 12504

Workshop open to CCS Bard faculty and students, as well as the larger Bard College community and public.

#### **6 – ART & VALUE**

Curated by Fionn Meade

**April 2-24**

**EXHIBITION: *Janette Laverrière (1909-2011)***

**Venue:** TWAAS - 114 Greene St, New York, NY 10012

**Opening:** April 2

Free entrance

**April 4-27**

**EXHIBITION: *The Skin of the Bear***

**Venue:** Artists Space Books and Talks - 55 Walker Street, New York, NY 10013

**Opening:** April 4

Free entrance

**April 5**

**TALK:** Fionn Meade, curator's talk

**Venue:** Artists Space Books and Talks - 55 Walker Street, New York, NY 10013

Free entrance. RSVP needed



**April 9 and April 15**

**READING:** readings from the library of Janette Laverrière

**Venue:** TWAAS - 114 Greene St, New York, NY 10012

**April 10**

**TALK:** Panel on Janette Laverrière

**Venue:** Columbia University School of the Art / Columbia Maison Française - 515 West 116th Street, New York, NY 10027

Free entrance. RSVP needed

**April 14-21**

Castillo/Corrales series of programs and events

**Venue:** Artists Space Books & Talks - 55 Walker Street, New York, NY 10013

**April 22**

**PERFORMANCES:** Evening of new performance

**Venue:** Danspace Project St. Marks Theater - 131 E 10th St, New York, NY 10003

***LA DISPUTE IN NEW YORK/FRANCE CULTURE***

La Dispute airs on the French national radio France Culture, Monday through Friday. It is a critique of current culture devoted to performing arts, cinema, fine arts, music and literature. Every night, La Dispute features a critical debate between two sharp culture observers on a cultural event. For Art2, France Culture will be hosted at the French Embassy and will present a week of special shows dedicated to New York's current cultural events. This close-up will allow the French audience to explore how cultural events are debated in America, and ultimately, it will reveal the differences between French and American cultural critique itself. The last show will feature a comparison between art criticism on the radio in France and the United States.

**April 21-25**

With Arnaud Laporte and guests

**Venue:** French Embassy – 972 Fifth Avenue, New York, NY 10075

Free entrance. RSVP needed

**SATELLITE EVENTS**

***April 5-May 10***

**EXHIBITION:** *Marc-Camille Chaimowicz*

**Venue:** *Andrew Kreps Gallery - 537 W 22nd St #1, New York, NY 10011*

**Opening:** *April 6*

***April 5 -May 30***

**EXHIBITION:** *Mark Geffriaud*

**Venue:** Forever & Today, Inc - 141 Division Street, Ground Floor, New York, NY 10002

***April 17-May 31***

**EXHIBITION:** *Dominique Gonzalez-Foerster*

**Venue:** *303 Gallery - 507 W 24th St, New York, NY 10011*

**Opening:** *April 17*





**April 17-May 31**

**EXHIBITION: *François Morellet***

**Venue:** Josée Bienvenu Gallery with Hervé Bize Gallery - 529 W 20th St # 2E, New York, NY 10011

**Opening:** April 17

**April 25-June 27**

**EXHIBITION: *Pierre Soulages***

**Venue:** Dominique Levy and Emmanuel Perrotin Gallery – 909 Madison Avenue, New York, NY 10021

**Opening:** April 24

## PUBLICATIONS

*Les presses du réel—New York Series*  
(Fall 2014)

- *The Exhibition Machine*
- *Composing Differences*
- *The New Existentialism*
- *Art & Value*

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