

For Immediate Release:

ForYourArt

ForYourArt Announces Winter and Spring Programming at 6020 Wilshire Blvd., Los Angeles



Upcoming Events:

In the Good Name of the Company

February 23-March 23

DIALOGUES: Art/Architecture, Paris/Los Angeles

April 2-15, Events on April 2 and 16

Around the Clock: 24-Hour Donut City: III

April 20-21, 12pm-12pm

OTIS Public Practice Graduate Exhibition

May 1-12, Opening To Be Announced

John Baldessari: Crowds presented by Mixografia®

May 18-June 16, Opening May 18, 4-6pm

The Banana Love Collection by Lisa Sitko

Ongoing Online

Los Angeles (February 26, 2013) – ForYourArt announces winter and spring programming for its activity space, *ForYourArt at 6020 Wilshire Blvd.* Since March 2012, *ForYourArt at 6020 Wilshire Blvd.* has operated as a programmed platform in a permutable environment serving as a forum for presentation, production, and exchange. Audiences from all over Los Angeles have come together in this collaborative effort between ForYourArt and artists, writers, curators, publishers, and organizations. The space links ForYourArt's on-line and off-line activities.

Upcoming activities include an exhibition of Colby posters, another iteration of the popular *24-Hour Donut City*, an exhibition by students from the OTIS Graduate Public Practice course where ForYourArt founder Bettina Korek is visiting faculty, and a show of Mixografia® prints by John Baldessari.

In the Good Name of the Company

February 23-March 23

With bold, black typography floating on top of washes of day-glow color, the Colby poster evinced a thrifty pragmatism for more than half a century. These posters were designed to catch the eye of passersby, in cars or on foot, and deliver messages to them as directly as possible. Typically employed to promote neighborhood events such as street fairs, small-scale musical concerts and the like, they found new clientele when Ed Ruscha contracted a rival company in 1962 to produce the announcement for the exhibition *New Paintings of Common Objects* at the Pasadena Art Museum. Since then, the Colby Poster Printing Company has gone on to serve as an important resource to a broad range of LA-based artists. Perhaps most significantly, the Colby Company has enabled artists to engage the life of the street. Their posters must be considered a form of public art perfectly suited to the inherent transience and disposability of the LA context. *In the Good Name of the Company* will focus mainly on unframed, editioned artworks alongside a representative selection of posters from the Colby archive. Artists include Scott Benzel, Eve Fowler, Allen Ruppersberg, and Ed Ruscha, among others. The exhibition is curated by Jan Tumlr, with Christopher Michlig and Brian Roettinger.

DIALOGUES: Art/Architecture, Paris/Los Angeles

April 2-15; Events on April 2 and 16

The MAK Center for Art and Architecture and ForYourArt host *DIALOGUES: Art/Architecture, Paris/Los Angeles*, an event in several modes that brings together artists and architects from Paris and Los Angeles to share their experiences and ideas. The series will begin with three discussions at the Schindler House, followed by an exhibition of drawings and models at *ForYourArt at 6020 Wilshire Blvd.* A publication will gather works by the participants and documentation of their exchanges and essays; a final panel discussion will be held in conjunction with the launch of the publication. *DIALOGUES* is organized by Francois Perrin, a French architect practicing in Los Angeles.

Around the Clock: 24-Hour Donut City: III

April 20-21, 12pm-12pm

ForYourArt at 6020 Wilshire Blvd. hosts the third iteration of *Around the Clock: 24-Hour Donut City* during the 24-hour screening of Christian Marclay's *The Clock* at LACMA. ForYourArt invited Dawn Kasper to create a 24-hour durational performance event for this edition. Kasper has performed nationally and internationally at galleries, institutions, and art fairs, including the Whitney Museum of American Art, Whitney Biennial 2012; The Migros Museum Für Genenwartskunst, Zurich; LISTE Art Fair, Basel; Art Basel Miami Beach, Art Positions; The J. Paul Getty Museum; Los Angeles County Museum of Art; Los Angeles Contemporary Exhibitions; The Hammer Museum; The Museum of Contemporary Art, Los Angeles; Honor Fraser Gallery; Leo Koenig Inc.; Projekte; Art in General; Copy Gallery Philadelphia; and David Castillo Gallery, Miami. Kasper organizes and curates events and is currently one of the acting co-founders, co-directors of the performance and experimental art venue Human Resources LA.

Otis Public Practice Graduate Exhibition

May 1-12, Opening TBD

The Otis Public Practice Graduate Program will present the 2013 Graduate Exhibition at *ForYourArt at 6020 Wilshire Blvd.* The program, under the leadership of Suzanne Lacy, prepares students to re-invent traditional media-specific ways of thinking about art making. The studios are located in the historic 18th Street Art Center. ForYourArt Founder Bettina Korek is visiting faculty at Otis Spring Semester 2013.

John Baldessari: Crowds presented by Mixografia®

May 18-June 16; Opening May 18, 4-6pm

Continuing projects with John Baldessari, including a bus designed for the Los Angeles Fund for Public Education and the first iPad application artwork by a major contemporary artist, *ForYourArt at 6020 Wilshire Blvd.* will host *John Baldessari: Crowds*, which is presented by Mixografia®. Over the past 18 years, Baldessari has utilized the Mixografia® printing technique to play with notions of texture, color, and subject. His latest collaboration with the printing house, *Crowds with Shape of Reason Missing: Examples 1-6, 2012*, examines the idea of removing the predominant subject of an image and replacing it with a nondescript white form; this series will be presented as part of this exhibition. A selection of Baldessari's 18 years of collaboration with Mixografia® will also be on view at *ForYourArt at 6020 Wilshire Blvd.*

The Banana Love Collection by Lisa Sitko

Ongoing Online

As part of ForYourArt's ongoing initiative to help artists incubate new projects and contexts, the popular Banana Love Collection by Lisa Sitko, which debuted in the 6020 Wilshire Blvd. activity space February 8, will continue online. The collection will be accessible through an independent website, bananalovecollection.com, and an ongoing Tumblr of banana images. Items from the collection may be purchased for a limited time through www.foryourart.com. This gestalt collection plays with the fertility symbol of the banana in relation to everyday objects—in a fruitful way. *The Banana Love Collection we can use, consume, hold and surround ourselves with.*

#

About ForYourArt

ForYourArt is a public practice that brings artists and organizations together for projects that cut across social, civic, commercial, and non-profit realms, engaging partners to translate ideas both on- and off-line. As a nimble, multi-faceted, and fluid platform, ForYourArt creates new contexts for art on- and off-line and applies an entrepreneurial spirit to producing and distributing artists' work. ForYourArt was founded by Bettina Korek.

For a complete archive of past activities, visit: <http://www.fyaarchive.tumblr.com/>. Bettina Korek, Inc. produces ForYourArt.

Press Contact

Sandi Turner, FITZ & CO, Sandi@fitzandco.com, 310-395-2900