

For Immediate Release

ForYourArt



ForYourArt Announces

Give Good Art

November 1-24, 2013

A roving gallery of gifts and limited edition art objects

Part of the Hammer Museum's *Arts ReSTORE LA: Westwood* project

Showcasing collaborations with Barbara Kruger, Kenny Scharf, Freeway Eyewear, Matthias Merkel Hess and more

Los Angeles (September 16, 2013) – [ForYourArt](http://www.foryourart.com) announces **Give Good Art**, a roving gallery of holiday gifts and limited edition art objects at 1027 Westwood Boulevard, open from November 1-24, 2013. Give Good Art is part of the **Hammer Museum's *Arts ReSTORE LA: Westwood*** urban renewal project. The roving gallery will feature exclusive ForYourArt collaborations, editions that benefit national arts organizations and holiday gift ideas selected from ForYourArt's favorite sources. Collaborations with Barbara Kruger, Freeway Eyewear, Kenny Scharf, and Matthias Merkel Hess will be presented alongside an installation of works from LACMA, Art Production Fund and Gemini G.E.L. Starting today, select items are available for pre-order online at www.givegoodart.com.

Debuting at Give Good Art will be a run of limited edition sunglasses created in collaboration with artist Barbara Kruger and Freeway Eyewear. Kruger's work is universally known for its bold, eye-catching design, and philosophical themes. Her iconic text *Your gaze hits the side of my face* appears across the arm of the L.A. RAYS style sunglasses by Freeway. This phrase first appeared in her 1981 artwork next to the profile of an anonymous classical bust. Presented on sunglasses, the wearer transforms into both a voyeur and an object; a play on themes of looking, power, and the *gaze*. Three styles of Kruger L.A. RAYS are available online for pre-

order starting today and a special red edition will be released December 1.

Also at the roving gallery, ForYourArt will present a special project by Matthias Merkel Hess that examines the classification of artists as economic drivers. In response, Hess has created a special collection of Knee Bowls and other bio-vessels. A new twist on the 20,000-year history of pottery, the bowls are made by pressing clay over the artist's knee and other body parts. Suitable for baking, serving, drinking, storing change or as a decorative piece, the Knee Bowls are made in dishwasher-safe glazed stoneware. Recalling precedents as varied as Zen begging bowls, Mexican roof tiles and Marcel Duchamp's mold-made editions of erotic objects, the MerkelWare Knee Bowls examine the ties binding the body, desire and objects while also attempting to explicitly commodify the artist's time and presence.

Reflecting ForYourArt's spirit of patronage, the curation of goods signals the constantly evolving relationship between commerce and art, and the role of commerce as an access point to art and a vehicle to support it. Give Good Art serves as an experiment in retail and addresses the struggle to maintain authenticity and individuality in the ever-increasingly homogenized mass-culture marketplace. Give Good Art will travel to various locations after the *Arts ReSTORE LA: Westwood project*. Proceeds from sales of benefit editions at Give Good Art will directly benefit the participating arts organizations, which include Art Production Fund, Hammer Museum, LACMA, LAXART and the Santa Monica Museum of Art.

This conceptual marketplace features items at variable price points, from free to expensive, with gifts offered in different product categories. Special ForYourArt projects including Benefit Edition, The Planter Show and New Artisanal Now will be reprised. New items will also be introduced throughout the period of *Arts ReSTORE LA: Westwood*. ForYourArt also plans to explore collaborations with local Westwood businesses, such as Stan's Donuts, to encourage visitors to further discover the neighborhood.

Additionally, Give Good Art will serve as an information depot for art-related spaces, activities, and events taking place in Westwood and throughout L.A. ForYourArt will also host special events throughout *Arts ReSTORE LA: Westwood* with local partners, including information sessions about patronage in LA and the monthly pie club, Fruit and Flour.

About Arts ReSTORE LA: Westwood

The Hammer Museum's *Arts ReSTORE LA: Westwood* aims to re-energize Westwood Village with the creative force of local Angeleno artisans and craftspeople. From November 1 to 24, the Hammer will fill select empty storefronts, donated by the property owners to this project, with an array of artisan vendors. With its accompanying events and workshops, the *Arts ReSTORE* pop up village will provide the neighborhood with a new retail experience. For more information on *Arts ReSTORE LA: Westwood*, including operating hours, a directory of participants, and a list of events, go to ArtsReSTORE.LA.org

Arts ReSTORE LA: Westwood is part of the Goldhirsh Foundation's citywide LA2050 initiative. *Arts RESTORE* is made possible by a major grant from the Goldhirsh Foundation with significant funding was also provided by UCLA.

About Barbara Kruger

Barbara Kruger is an artist based in Los Angeles and New York and is one of the most renowned contemporary artists working today. For over three decades her work has encompassed a broad spectrum of contexts and scales, ranging from publication inserts to immersive installations that involve text, images, and video. Kruger's work has appeared in museums and galleries worldwide and is featured this fall at the Hirshhorn Museum and Sculpture Garden in Washington, D.C., and the Stedelijk Museum, Amsterdam. In Los Angeles, her prominent installation *Untitled (Shafed)*, 2008, can be seen in the three-story elevator shaft at BCAM at the Los Angeles County Museum of Art (LACMA). Kruger has also received numerous public art commissions that have brought her work to diverse audiences on billboards, bus cards, posters, and video displays, such as those on view in Los Angeles in 2008 as part of *Women in the City*, a public outdoor exhibition organized by West of Rome. Kruger has taught at California Institute of the Arts, the School of the Art Institute of Chicago, and the University of California, Berkeley. Currently, Kruger is a professor in the Department of Art at UCLA.

About Freeway Eyewear

Freeway Eyewear unveiled its initial six luxury sunglass styles in the Spring of 2010. Named for the network of asphalt arteries that are both cause and effect of the rhizomatic sprawl of Southern California, each of the current nine Freeway styles is numbered after an iconic Los Angeles route. The final style of the collection, L.A. RAYS, appropriates the name and styling of a sunglass label that flourished in Laguna Beach in the early and mid-1990s.

The unisex collection interprets classic sunglass styles, past and just-passed, in the spirit of Southern Californian life—the landscape, climate, ethos and aesthetics that define the region. Made of sturdy hand-carved acetate frames and 100% UV protective-lenses, Freeways will hide your lying eyes and indulge your California dreamin' 365 sunny days a year. Freeway Eyewear Founder Alex Israel is an artist living in Los Angeles.

About Matthias Merkel Hess

Los Angeles-based artist Matthias Merkel Hess recreates everyday containers such as buckets, gas cans, milk crates and other objects using glazed ceramic. In doing so, he takes these quotidian vessels and reconsiders their forms as objects of art. He also makes a line of functional pottery called MerkelWare. Merkel Hess has presented solo exhibitions at Salon 94 Freemans in New York, ACME in Los Angeles, and James Harris Gallery in Seattle and participated in the 2012 Venice Beach Biennial. Born and raised in Iowa, Merkel Hess studied at the University of Kansas and received a MFA from the University of California, Los Angeles.

About ForYourArt

ForYourArt is a nimble, multi-faceted, and fluid platform to produce and distribute artists' work. ForYourArt seeks to advance a spirit of patronage and a culture of dialogue by perceiving all media, sites, and relationships as potential for artistic transformation.
<http://foryourart.com/>

About The Hammer Museum

The Hammer Museum—a public arts unit of the University of California, Los Angeles—is dedicated to exploring the diversity of artistic expression through the ages. Its collections, exhibitions, and programs span the classic to the cutting-edge in art, architecture, and design, recognizing that artists play a crucial role in all aspects of culture and society.

The museum houses the Armand Hammer Collection of old master, impressionist, and

postimpressionist paintings and the Armand Hammer Daumier and Contemporaries Collection. The museum also houses the Grunwald Center for the Graphic Arts-comprising more than 45,000 prints, drawings, photographs, and artists' books from the Renaissance to the present-and oversees the management of the Franklin D. Murphy Sculpture Garden on the UCLA campus. The Hammer's newest collection, the Hammer Contemporary Collection, is highlighted by works by artists such as Lari Pittman, Kara Walker, Ed Ruscha, Barbara Kruger, Mark Bradford, Richard Hawkins, and Llyn Foulkes, among many others.

The Hammer presents major single-artist and thematic exhibitions of historical and contemporary art. It also presents approximately ten Hammer Projects exhibitions each year, providing international and local artists with a laboratory-like environment to create new work or to present existing work in a new context.

As a cultural center, the Hammer offers a diverse array of free public programs throughout the year, including lectures, readings, symposia, film screenings, and music performances. These widely acclaimed public programs are presented in the Hammer's Billy Wilder Theater, which is also the new home of the UCLA Film & Television Archive's renowned cinemathèque.

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