

For Immediate Release

ForYourArt

**Hans Ulrich Obrist and the Institute of the 21st Century
Public Events in Los Angeles**



Sunday, July 29, 4 p.m.

**Hans Ulrich Obrist in conversation with John Baldessari
to launch *John Baldessari Catalogue Raisonné Volume 1: 1956-1974*
*Art Catalogues at LACMA***

Monday, July 30, 7 p.m.

**Hans Ulrich Obrist in conversation with Danny Hillis
*ForYourArt @ 6020 Wilshire***

Tuesday, July 31, 12-8 p.m.

***Time – a 24-hour presentation of works by
Danny Hillis and John Baldessari
accompanied by a brief introduction to the Institute of the 21st Century
ForYourArt @ 6020 Wilshire***

Los Angeles (July 24, 2012) -- Curator and Serpentine co-director Hans Ulrich Obrist will be in Los Angeles from July 29-31 for events surrounding the Institute of the 21st Century (i21c). The Institute is a nonprofit initiative started by Obrist, Bettina Korek and Karen Marta in the spirit of historian Eric Hobsbawm's call to

“protest against forgetting” those who have forever changed the landscape of contemporary culture. The Institute’s long-term goal is to create a digital archive of Obrist’s seminal Interview Project.

Focusing on the theme of time in the work of John Baldessari and computer scientist Danny Hillis, Obrist will conduct two free public interviews in Los Angeles. The interviews will be a continuation of the curator’s ongoing Interview Project, bringing together experts in various fields to find common ground. The last i21c-organized event of this kind was held in New York at MoMA PS1, where Obrist interviewed astronomer Dimitar Sasselov for the launch of *Hans Ulrich Obrist: Interviews, Volume II*.

On July 29, Art Catalogues and i21c will launch *John Baldessari Catalogue Raisonné Volume 1: 1956-1974* at Art Catalogues from 4-6 p.m. The event will feature a discussion between Baldessari and Obrist at the LACMA bookstore, with a signing to follow.

On July 30, i21c will present Danny Hillis in conversation with Hans Ulrich Obrist at the ForYourArt space on Wilshire Boulevard. The discussion will be open to the public (space is limited - RSVP at rsvp@foryourart) and held in the midst of *Time* – a 24-hour presentation of works by Hillis and John Baldessari.

About Institute of the 21st Century (i21c)

The Institute of the 21st Century (i21c) is a nonprofit initiative to stabilize and digitally archive the entirety of Hans Ulrich Obrist’s Interview Project. Past i21c supporting projects include Hans Ulrich Obrist’s installation at the 2011 Architecture Biennale in Venice, Italy, where he sat down with the over 40 architects in the exhibition in a six-day interview marathon, as well as *Hans Ulrich Obrist’s: Interviews, Volume II*, The Protest Against Forgetting project, and the recent co-publication of *Jeff Koons* as part of Walther Koenig’s *Conversation Series*. i21c thanks supporters of its projects, including Alumnos 47, The Broad Art Foundation, Kayne Foundation—Ric & Suzanne Kayne and Jenni, Maggie & Saree, Brenda R. Potter, and Catharine and Jeffrey Soros. The Institute of the 21st Century is a project of the Pasadena Arts Council’s EMERGE Fiscal Sponsorship Program and incubated by ForYourArt.

About Hans Ulrich Obrist

For over 20 years Hans Ulrich Obrist has traveled around the world questioning artists and creative minds for his ongoing Interview Project. With over 2,500 hours of recorded talks, the Interview Project has become the genesis for countless curatorial projects. Obrist is Co-Director, Exhibitions and Programs, and Director of International Projects at the Serpentine Gallery, London.

About John Baldessari

Born in National City, California, in 1931, John Baldessari is an artist whose innovative combination of text and image, along with his witty, rigorous approach to teaching, has influenced generations of artists. In more than 200 solo exhibitions and numerous books, films, videos and public works, John Baldessari has continually poked holes in the boundaries of art, slyly and confidently asking questions about life, pictures and language. He lives and works in Santa Monica, California.

About Danny Hillis

William Daniel “Danny” Hillis (born 1956) is Co-Chairman and Chief Technology Officer of Applied Minds, LLC, a research and development company creating a range of new products and services in software, entertainment, electronics, biotechnology, and mechanical design. Hillis is an inventor, scientist, author, and engineer. He pioneered the concept of parallel computers that is now the basis for most supercomputers, as well as the RAID disk array technology used to store large databases. Hillis is perhaps best known for his daring and ingenious design of the *Clock of the Long Now* – a monumental clock intended to function for over 10 millennia.

The Institute of the 21st Century and ForYourArt would like to thank The Standard, West Hollywood, and Casa Dragones Tequila for their support of these events.

Photo: Hans Ulrich Obrist interviewing architect Andrea Branzi at the 2010 Architecture Biennale in Venice, part of the Interview Project and organized by the Institute of the 21st Century. Courtesy the Institute of the 21st Century (i21c).

For media inquiries as well as interview requests with Hans Ulrich Obrist about i21c, please contact:

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