

Doug Ashford The Exhibition as Artistic Medium

preparation:

Read Mad Love by Andre Breton and the first three chapters of Brouvard and Pecuchet by Gustave Flaubert.

Draw a room that has emotional meaning for you from memory. Draw it in elevation and plan. Label the important parts and elements; include details if you think they are necessary. Continue this over the weekend

Write about a beautiful object. Describe this in it's entirety and describe the context that it has. Then invent a new place, a room or other context, and write about that.

week one.

day 1. (6/9)

Discuss drawing of a room from memory without disclosure. Discuss reading from Breton, Mad Love.

Collect twenty objects on a walk that we take together from the campus to the nature preserve. Make an 8 1/2 x 11" drawing of each object that you feel discloses something about it. Try to make drawings that could serve as a way to categorize them according to form, function or concept. You can concentrate on the whole or on fragments of these objects. Continue these drawings at home.

Read Paul Valery, Man and a Seashell.

day 2. (6/10)

Organize and crit drawings: discuss Valery in conjunction with this work. View and discuss slides of nature guides and other diagrams of natural orders. Discuss first three chapters of Flaubert. Read chapters 4 though 6.

Continue to collect objects form nature.

day 3. (6/11)

Collaboratively invent a categorizing or listing system (a guide) for the objects collected on our walk. This guide can be obtained from visual characteristics such as size, color, texture and shape, (you can choose more complicated ones), or from invented categories that may not be visual. Name each object, (and the drawing) and decide on its identity in relation to other things you know or could imagine about nature and culture. This can be a fictional identification system but must make some sense to a viewer or reader (in other words it must be legible). (Art supplies?)

Discuss Paul Valery's, Man and a Seashell.

day 4. (6/12)

Compare and discuss our experiments and apply to a critical tour of the Antioch archives. Short slide talk on Market, an exhibition by Group Material.

Read Belk's The Rise of Consumer Society. It is our guide to shopping tomorrow so make sure you look at it.

Remember to check out archives on your own if you can.

day 5. (6/13)...

Collect twenty objects on a walk that we take together through a mall. Each of us should be prepared to spend some money on things that fascinate us. Discuss archives.

Discuss Flaubert. Begin to read Flaubert chapters 7 to 9.

Over the weekend. Take ten photographs of things in your home that we can make into a exhibition. Decide how each photograph relates to the whole. Be prepared to arrange them in real time. Get them developed at the one hour place Monday. (?)

Continue to collect objects from nature and culture.

week two.

day 6. (6/16) (Meet later in the day?)

Make an arrangement of your photos. Look at each others collections and formulate questions. Collaboratively perform an interview for someone else in the class on their collection of photographs. Take notes on this to find new interview techniques. Try to find out what all the

different qualities of relationships this person has with their set of objects. How does photography mediate these objects?

day 6 (cont.)

Conceive of ways to gather valued objects from other members of Antioch community through a written survey or organization of interviews.

Discuss Belk and the relationship of sumptuary codes to our experiences shopping.

Read Walter Benjamin's Unpacking My Library.

Continue to collect objects from culture and nature.

Fabricate an object, either from art making materials or from manipulating a found object that could be described from the narrative that I pass out in class about the opera fan.

this is due on Weds

day 7. (6/17)

Trade lists and objects and photographs and make an arrangement from another person's collection. Use interviews in class to figure this out and to write an annotation to this collection. Discuss and critique in class with help from interviews.

Develop a survey that we can announce at the COMCIV meeting this afternoon. Can we bring some object as a group to make our request clear

Read Belk's Individual Collectors. (only pp. ?)

At home begin to search through print and electronic media for advertisements or other forms of publicity culture that you find repulsive or attractive.

Write a one page description of the photographs of objects you have been given (as if they are part of a larger narrative)

day 8. (6/18)

Crit objects fabricated from the story I distributed on Monday. Decide on an interview format for collecting more Antiochana from

Discuss sitelessness of the collection.

Is there a theme for an exhibition yet? It is our wondercabinet? How can we make a conceptual and visual web that will connect the various parts of the cabinet that we have produced so far?

Produce a flyer requesting objects and announcing exhibition.

Opening time?

Look through art books on collections that have been put on reserve.

day 9. (6/19)

Brainstorm on how to contextualize the objects we have so far. What other objects can we combine with them to create new and different meanings from this collection?

day 9 (cont.)

Is there a common denominator for these collections as a collaboratively made exhibition? Visit gallery and meet curators. Install what we have so far. Discuss design in context of a slide show of other installations

At home, look in print and electronic media for cultural objects in the form of advertisements. Bring in any that you have strong feelings for, either of pleasure or disgust. Read Jean Baudrillard's *The System of Collecting*.

day 10. (6/20)

Discuss our advertisements in class. Remember that others are mediating this collection, a kind of phantom presence. Make an arrangement of these images. Discuss Belk and Baudrillard.

Experiment with various labeling and presentation systems of display and didactics in gallery.

Discuss Flaubert chapters 7 to 9. Read Flaubert's *Dictionary of Received Ideas*.

Over the weekend: Write a description of a fictional collector. First decide on an arena of collecting and then try to think of exactly how a collector would treat that arena. What do they collect? What kind of person is this? What is their particular relationship with the collected? You could make drawings of her/him/them. Optional: Write a conversational exchange between two people who love this collector at the opening of her/his display of this collection. Read Judith Barry's *Casual Imagination*.

Find five people to visit and request a beautiful object from. Use the survey as a base for this activity.

week three.

day 11. (6/23)

Make a list of publicity slogans from our advertisements and the collection of magazines in our room. Put them into computers to make them more visual. Try to organize your list according to specific theme or idea. Do not let us know what that theme is - let the list determine

it's own subject. Apply this listing to the objects of nature and culture we have collected and more specifically to the items in the archives.

day 11 (cont.)

Continue this at home. Maybe these are our museum directional signs?

day 12. (6/24)

Gather collection together and plan for labeling and other display problems. Discuss and plan to purchase or make display systems. Are there other ways we can contextualize this material? Read Doug Crimp's *On the Museum's Ruins*.

day 13. (6/25)

Continue work on exhibition. Produce publicity. Discuss Doug Crimp's *On the Museum's Ruins*.

day 14&15. (6/26&27)

Continue work on exhibition. Opening and party.