

MEETING DATE: November 10, 2008

AGENDA ITEM: Consideration of a Temporary Art Installation by
Jedediah Caesar in Conjunction with the 2008
California Biennial Exhibition

ATTACHMENTS

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ATTACHMENT 1

Orange COUNTY MUSEUM OF ART

FOR IMMEDIATE RELEASE
January 2008

Media Contact: Chivan Wang
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THE ORANGE COUNTY MUSEUM OF ART ANNOUNCES LAURI FIRSTENBERG AS GUEST CURATOR OF 2008 CALIFORNIA BIENNIAL

Newport Beach, CA—Lauri Firstenberg, founder and director/curator of LAXART, is the guest curator of the Orange County Museum of Art's 2008 *California Biennial*. The only exhibition of its kind in California, the *2008 California Biennial* continues the museum's four-decade history of presenting new developments in art and supporting the diverse artists in our state. Providing exposure for talented artists working in one of the world's great creative centers, the exhibition will take place from October 26, 2008–March 29, 2009 at the main museum in Newport Beach, the Orange Lounge in South Coast Plaza, and in other locations to be determined.

According to Lauri Firstenberg, "Our approach to the *2008 California Biennial* will be expansive. Using the museum exhibition as a hub for activity, we will also produce projects with partner venues and will make interventions in the public domain from Tijuana to northern California under the auspices of the Biennial. Knowing that locational identity is complex and slippery, we're interested in experimenting with the logic, history, site and audience of a regional biennial. The *2008 California Biennial* will also become a stage for a dialogue between artists of different generations who are living and working here."

"Lauri Firstenberg is one of the most talented young curators in the United States and her bold, unconventional approach to organizing exhibitions of contemporary art complements our vision for the California Biennial," says OCMA Director Dennis Szakacs. "We're delighted to work with Lauri, who will bring her unique perspective and knowledge to the Biennial, as we continue to explore new and different ways of organizing and presenting the exhibition."

Firstenberg has curated exhibitions and experimental projects at LAXART, a nonprofit contemporary art space in Los Angeles, with local, national and international artists including Mark Bradford, Charles Gaines, Adria Julia, Thomas Lawson, Daniel Joseph Martinez, Ruben Ochoa, and Lisa Tan. Forthcoming projects and exhibitions include collaborations with Scoli Acosta, Gustavo Artigas, Walead Beshty, Didier Fiuza Faustino, Wade Guyton (Guyton/Walker), Michelle Lopez, Yunhee Min, Samon Takahashi, Kara Tanaka, and Kelley Walker (Guyton/Walker). She has been a former assistant director/curator for The Mak Center for Art and Architecture in Los Angeles and curator of Artists Space in New York. Firstenberg received her Ph.D. from Harvard University in 2005 in the History of Art and Architecture Department. She is presently part of the Adjunct Faculty at USC Roski School of Arts in the Public Art Studies Program and has been a visiting lecturer at the Southern California Institute of Architecture.

The *2008 California Biennial* is organized by the Orange County Museum of Art.

A catalogue with an essay by the curator and guest authors will accompany the exhibition.

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MUSEUM INFORMATION

Newport Beach – Orange County Museum of Art in Newport Beach is located at 850 San Clemente Drive. Hours: 11 am to 5 pm, Wednesday through Sunday, with extended hours Thursdays 11 am to 8 pm. Admission is \$10/adults; \$8/seniors and students; children twelve and under and OCMA members are free. 3rd Thursdays are free. For more information, call 949.759.1122 or visit www.ocma.net.

Orange Lounge at South Coast Plaza – The Orange Lounge is located at 3333 Bear Street in Costa Mesa. Hours: Monday through Friday, 10 am to 9 pm; Saturday, 10 am to 8 pm; Sunday, 11 am to 6:30 pm. Admission is free. For information, call 949.759.1122 ext. 272 or visit www.ocma.net/orangelounge.

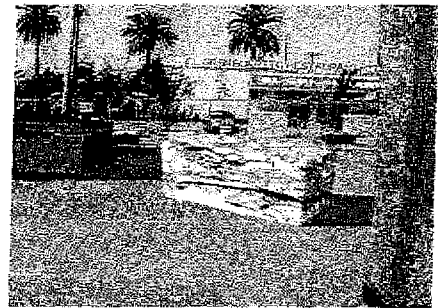
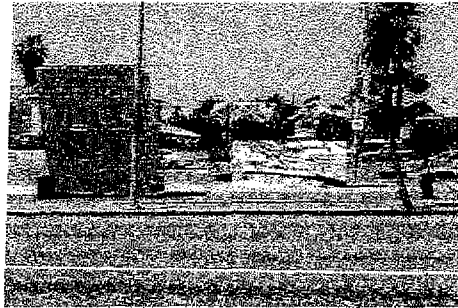
ATTACHMENT 2

LA><ART

2640 SOUTH LA CIENEGA BOULEVARD
LOS ANGELES CALIFORNIA 90034
WWW.LAXART.ORG

PROJECT DESCRIPTION AND MARKETING STRATEGY

LA><ART PUBLIC ART INITIATIVES PRESENTS JEDEDIAH CAESAR'S *THE GLEANER'S STONE*



Jedediah Caesar, *The Gleaners Stone* (study), 2008, resin, pigment, lacquer, wood, detritus, 8 x 4 x 4 feet, courtesy of the artist and LA><ART, Los Angeles

As part of LA><ART's continued series of Public Art Initiative's, Los Angeles-based artist Jedediah Caesar will produce a site-specific sculptural intervention entitled *The Gleaner's Stone*. Assembled from resin, pigment and various detritus culled together from the artist's studio, this ambitious and monumental project attempts to literally insert Caesar's practice into the public domain while renegotiating histories of monumentality and iconicity in public art. Proposed to take place in Culver City, where Caesar previously lived and worked while receiving his M.F.A. from UCLA, the project relates directly to the newly modeled urban terrain of this burgeoning district. The development of Culver City as an area of increasing foot traffic, serving both residential and commercial communities ensures that Caesar's proposed project will achieve its full effectiveness, relying on social interaction and public engagement to activate the sculpture's presence. Caesar has had a long history of working in and around Culver City, having made work from his previous studio at UCLA's Warner Graduate Studios on Warner Drive and having previously exhibited at such galleries as Susanne Vielmetter Los Angeles Projects on Washington Boulevard. *The Gleaner's Stone* presents an extension of Caesar's practice, inserting the logic that has preoccupied his practice to date into the very folds of Culver City's newly developed fabric.

Jedediah Caesar was born in 1973 in Oakland, CA and received his B.F.A. from the School of the Museum of Fine Arts in Boston, MA and his M.F.A. from UCLA in 2001. His work has been shown in solo exhibitions at Andrea Kreps Gallery, New York; Susanne Vielmetter Los Angeles Projects, CA; Blanton Museum of Art, Austin, TX; and Black Dragon Society, Los Angeles. His group shows include Paper Bombs, Jack Hanley Gallery, Los Angeles; Trace, Whitney Museum of American Art at Altria, New York; Sculpture—Nouvelles formes, Galerie Nathalie Obadia, Paris; Thing, Hammer Museum, Los Angeles; and Strange Animal, Los Angeles Contemporary Exhibitions, Los Angeles, in conjunction with High Desert Test Sites #4, Joshua Tree, CA. He will be participating in both the 2008 Whitney Biennial in New York, and the 2008 California Biennial at the Orange County Museum of Art.

PROJECT BUDGET

\$15,000 materials/production
\$5,000 transport/install
\$5,000 marketing/insurance

TOTAL: \$25,000

Marketing Strategy

Our Marketing and Strategic Alliance Consultant Bettina Korek works for LA><ART three days per week. With the confirmation of the 2008-2009 exhibition calendar, Korek's development, marketing and press team reaches out to a host of international arts publications for previews and long-lead features. Press releases are available on LA><ART's website one month in advance of each exhibition. LA><ART receives and a press release is sent out via email to a list of over 2500 press contacts four months in advance of an exhibition for features and again one month in advance of an exhibition for listings and reviews.

Three weeks prior to an exhibition opening we send out a printed invitation to over 4000 individuals and institutions via post and two weeks prior to the opening of an exhibition we send an email blast through a company called Deliberate Marketing Services to over 4500 contacts. Concurrently, our exhibitions are announced on Uber.com – an LA><ART media sponsor – two weeks in advance of an exhibition opening. Uber.com has over 1 million users. When our budget permits, we will send out a press release via E-flux, an online media vehicle distributing exhibition press releases to over 30,000 international individuals and institutions. The e-flux announcement is sent out the week of the exhibition opening and generates international press attention.

Our marketing team continues to reach out to individual writers to pitch story ideas on individual artists providing a synopsis on each exhibition to several media outlets including art publications, lifestyle magazines and art related websites.

ForYourArt is committed to producing, promoting and supporting the future of contemporary art and culture now.

Through its communications and cultural development agency, cross platform media brand, valuable relationships and investment in the community, **ForYourArt** executes world-class art, cultural and philanthropic initiatives.

Each day LA><ART receives 30 to 100 visitors to the gallery. Between 500 and 1000 people attend each of dozens of openings and events a year. Thousands more are viewers of our public art exhibitions across the city. LA><ART has received grant funding from the most prestigious arts foundations in the world: the Andy Warhol Foundation, The Peter Norton Family Foundation, The James Irvine Foundation, The Jumex Foundation, The Danielson Foundation, The American Center Foundation, amongst others. Our press coverage has been exceptional and is a testament to the role LA><ART has assumed in multiple dimensions of

the cultural community - locally, nationally and abroad. Exhibitions are routinely reviewed in major art periodicals and local and national newspapers: *Artforum*, *Contemporary*, *Frieze*, *LA Times*, *NY Times*, *Art Review*, *Flash Art*, *Modern Painters*, *Art Papers*, *Artnet*, *Architects Newspaper*. Local coverage of the public art impact and other exhibitions has been extensive in the *Los Angeles Times*, *LA Weekly*, *LATimes.com*, *LA Confidential*, *Angelino*, *C Magazine*, *West*, *Flavorpill*. LA><ART has been featured three times in *Elle*, twice in *V Magazine*, twice in *WWD Scoop* and has twice been highlighted in *Vernissage TV*.

ABOUT LA><ART

Responding to Los Angeles' cultural climate, LA><ART questions given contexts for the exhibition of contemporary art, architecture and design. With a renewed vision for the potential of independent art spaces, LA><ART provides a center for interdisciplinary discussion and interaction and for the production and exhibition of new exploratory work. LA><ART offers a space for provocation, dialogue and confrontation by practices on the ground in Los Angeles and abroad. LA><ART is a hub for artists based on flexibility, transition, spontaneity and change. The space responds to an urgency and obligation to provide an accessible exhibition space for contemporary artists, architects and designers.

LA><ART is a new dynamic independent arts organization that serves to give opportunity to local, national and international under recognized artists. LA><ART is a hub for supporting intergenerational artists and curators by providing a new flexible exciting venue for experimental artistic and curatorial practices. LA><ART fosters cross-cultural dialogue by giving opportunities to artists focusing on educational, social, political issues that may not find its way to the larger institutional and commercial sectors.

The general public, patrons of the arts, students from any of the dozen schools of fine art located in Southern California and Los Angeles proper (Calarts, Art Center, SciArc, Otis, USC, UCLA, UC Irvine, UCSD, UCSB, and others), film/television professionals, designers, architects, artists and others from the multiple cultural professions located in Los Angeles and Southern California make up the target audience for LA><ART programming. LA><ART believes that a direct and effective way to draw new and diverse audiences to its programs is to produce programming that is compelling because it speaks to the audience's experience and challenging because it offers new perspectives.

LA><ART produces ambitious exhibitions, experimental programs and works beyond the confines of the gallery space in an effort to continually participate in the public realm and engage with the urban landscape of Los Angeles through innovative artists' interventions. Through LA><ART Public Arts Initiatives, LA><ART is able to bring art literally to the streets of Los Angeles. Through its artists billboard program - artists produce site-specific projects on a billboard facing LA><ART's gallery space on La Cienega Blvd between Venice and Washington Blvds. This boulevard is heavily trafficked with pedestrians and commuters and represents a high-density opportunity for new viewership, as it is en route to LAX airport. This Public Art Initiative extends LA><ART's audiences outside of the realm of the gallery and is a strategy for cultivating new audiences for the arts.

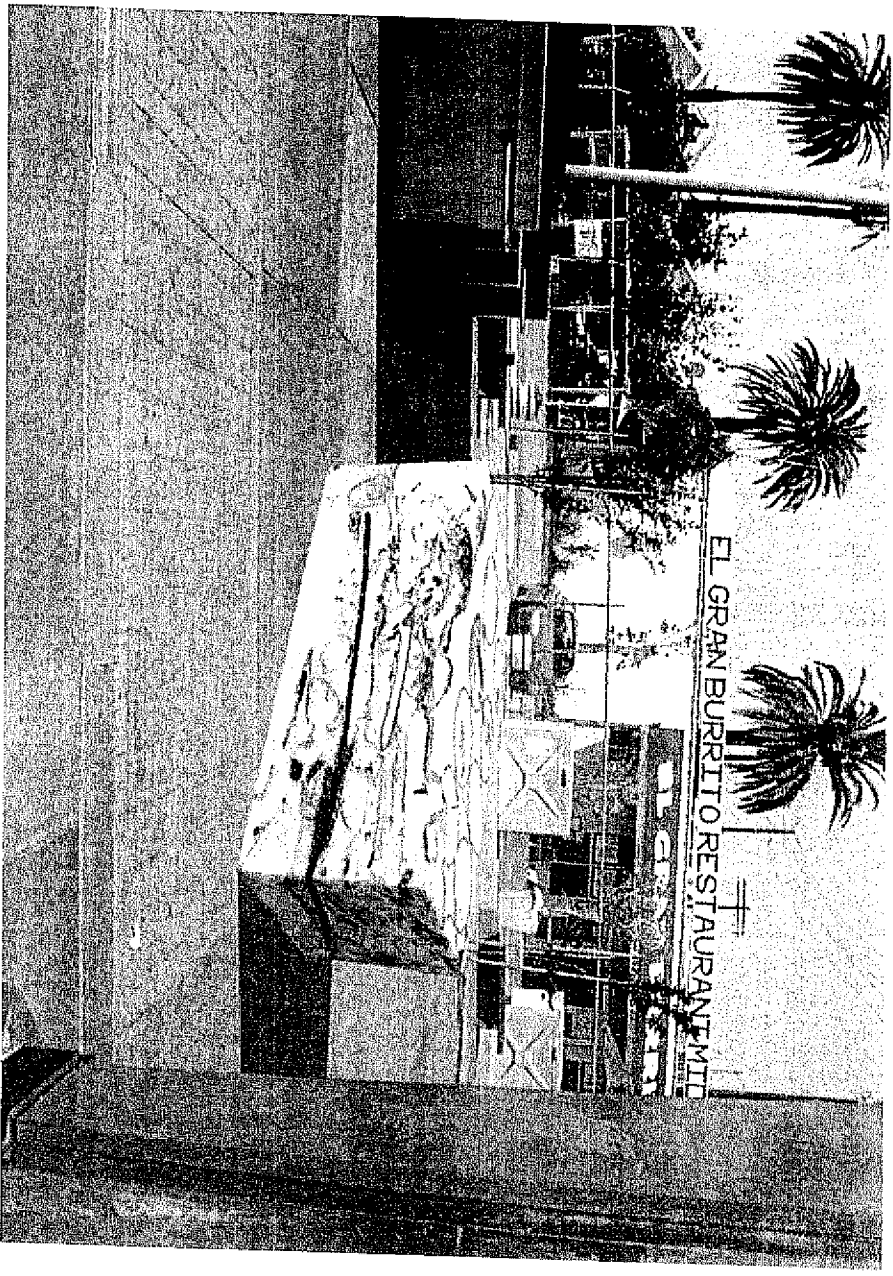
LA><ART has the opportunity to work with a young, talented curatorial team made up of LA><ART's Director/Curator Lauri Firstenberg, Ph.D., Adjunct Curator Malik Gaines, Assistant Curator Aram Moshayedi and is complemented by a group of junior collaborators, including curatorial assistants and program coordinators Cesar Garcia, Sue Yank, Naima Keith and Shana Lutker. LA><ART has a program of rotating volunteer internships catering a host of artists and art history students from local universities and high schools who complement our curatorial team and help to realize and implement our exhibition program.

LA><ART has established an innovative structure of programming that is based on the research and vision of our curatorial team – a unique model for a new nonprofit arts organization. The curatorial team aids in the production of diverse and expansive programming, casting a wide net of access through dialogue. An advisory board of leading national and international museum directors, curators and artists provides guidance and support to the curatorial team. Curators work with artists to formulate and shape the parameters of each exhibition or project, ensuring that the artist's vision is realized and that the final product speaks to the audience based on the artist's initial intent. LA><ART resources are used to realize each project, intervention, or event based on the needs of the artist and the audience. Public education activities such as lectures and publications support all activities.

**LA><ART is located at 2640 S. La Cienega Blvd. Los Angeles, CA 90034 T.310.559.0166
F.310.559.0167 office@laxart.org www.laxart.org**

LA><ART is open Tuesday through Saturday 11am – 6pm.

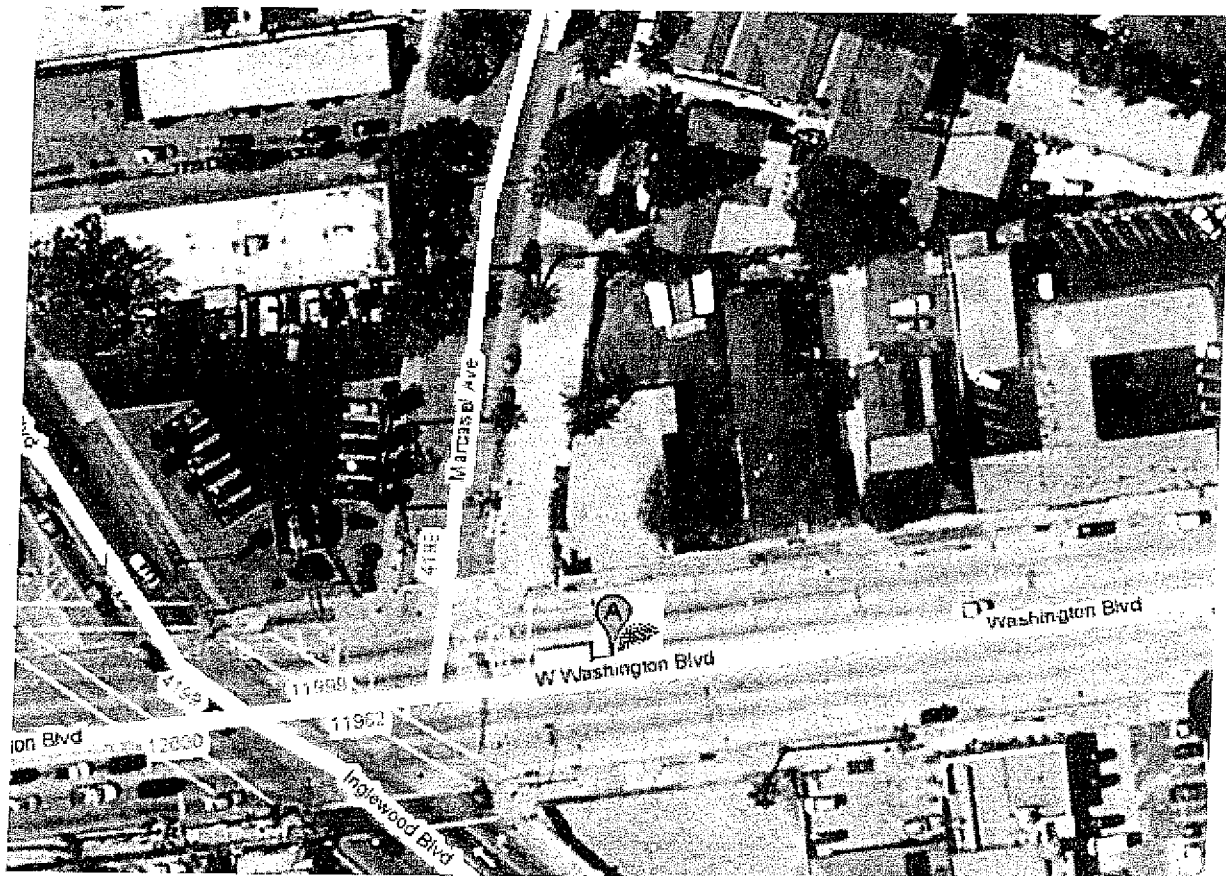
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Google
Maps

Address

ATTACHMENT 4



ATTACHMENT 5

