

GUGGENHEIM

NEWS RELEASE

Futurefarmers Artist Collective to Create New Work for Guggenheim Museum's *Intervals* Contemporary Series

Public Invited to Participate in an "Urban Thinkery" through Artist-Led Programs at the Museum and Across the City of New York

Exhibition: *Intervals: Futurefarmers*

Venue: Solomon R. Guggenheim Museum, 1071 Fifth Avenue, New York

Location: Rotunda and off-site in several locations across the city of New York

Dates: May 4–14, 2011

(NEW YORK, NY - February 24, 2011) – From May 4 to May 14, 2011, the Solomon R. Guggenheim Museum will present *Intervals: Futurefarmers*, the fourth installment of its contemporary art series designed to reflect the spirit of today's innovative practices. For its *Intervals* project, the San Francisco-based art collective Futurefarmers is creating a site-specific installation on the Rotunda floor of the museum and organizing intimate participatory programs for the public in various spaces around the city of New York.

The exhibition is organized by David van der Leer, Assistant Curator, Architecture and Urban Studies.

The Leadership Committees for the *Intervals* series and *Intervals: Futurefarmers* are gratefully acknowledged.

Futurefarmers creates projects that are diverse both in terms of their production and their strategies of audience engagement. If anything typifies a Futurefarmers project, it is a balance of critical and optimistic thought with the use of inventive and pragmatic design elements. Recent works include antiwar computer games; an online registry of unused arable land sites in San Francisco that could be used for gardening and food production; and lunchboxes that incorporate hydrogen-producing algae. For the Guggenheim's *Intervals* series, Futurefarmers is creating a ten-day "urban thinkery" centered around a Shoemaker's Atelier and a Cobbler's Bench installed in the Guggenheim Museum's Rotunda. The atelier is an open interpretation of Simon the Shoemaker's fifth-century Athens studio in which Socrates supposedly had extensive philosophical discussions with Simon and local youth.

The Futurefarmers Shoemaker's Atelier and Cobbler's Bench are the anchors for a series of off-site actions and events taking place throughout the city. Three *Sole/Soul Sermons*, commissioned by Futurefarmers and written and delivered by contemporary writers, will be offered in the atelier. The collective will also host intimate public *Shoemaker's Dialogues* with contemporary thinkers and participants in special interior and exterior spaces around the city, as well as conduct a series of *Ink Gathering* walks with special guests and small groups of enthusiastic visitors. During these walks, the groups collect sidewalk dirt, the main ingredient in a unique Futurefarmers ink that will be used to transcribe the *Sole/Soul Sermons* and the *Shoemaker's Dialogues* for posterity in participatory urban actions called the *Pedestrian Press*. Three times during the project, passersby on the streets will be called upon to form the *Pedestrian Press* and help print the texts, using 36 specialized printing shoes, on long strips of paper that will be rolled out along New York sidewalks. Audio recordings of the *Sole/Soul Sermons* and the *Shoemaker's Dialogues* will be available for visitors at the two phone booths located on the ground floor of the Guggenheim Museum. Free newspapers listing the texts for the *Sole/Soul Sermons* and events and programs surrounding *Intervals: Futurefarmers*, will be offered on the Cobbler's Bench in the Rotunda.

In addition, the Sackler Center for Arts Education at the Guggenheim Museum, in collaboration with Futurefarmers, will offer exhibition-related programs for people of various ages, ranging from hands-on workshops entitled Making Our Own Rules (in which each participant is asked to create a system of measurement—a ruler—based on the length of his/her foot) to screenings of the film *Examined Life* (2008) by Astra Taylor. The full schedule of programming offered in conjunction with *Intervals: Futurefarmers* is listed below. All programs are free with museum admission or, if held outside held outside the museum, free. Further details will be posted on guggenheim.org/futurefarmers and will later be announced via Twitter feeds @Guggenheim and #Futurefarmers.

Program Schedule for *Intervals: Futurefarmers*

Wednesday, May 4

Sole/Soul Sermons

The Road Made by Walking: Steps of an Inquiry

Rebecca Solnit, activist and author of *Wanderlust* (2000), delivered by Astra Taylor, author and documentary filmmaker

Integrative Paleontology: The Paleontologist Is Barefoot Today

Bernadette Mayer, poet and author of *Midwinter Day* (written 1978; published 1982)

Futurefarmers Rosary: A Series of Spiritual Exercises for Perceiving the Soul

Cooley Windsor, author and Senior Adjunct Professor, California College for the Arts, San Francisco and Oakland

2–4 pm. Guggenheim Museum. No advance registration.

Friday, May 6

Shoemaker's Dialogue

How God's Children Got Shoes: New York Shoemakers Confront the Industrial Revolution

Bruce Laurie, Emeritus Professor, University of Massachusetts, Amherst

12–2 pm. The General Society of Mechanics and Tradesmen of the City of New York, 20 West 44th Street. 20 spots available, registration required. Please e-mail futurefarmers@guggenheim.org.

Saturday, May 7

Pedestrian Press

3–5 pm. Festival of Ideas for the New City, StreetFest. Along the Bowery, near the New Museum.

Meet at Bowery and Stanton Street. In the event of rain, *Pedestrian Press* will be canceled.

To find Futurefarmers and the *Pedestrian Press*, please follow @Guggenheim and #Futurefarmers on Twitter.

Sunday, May 8

Shoemaker's Dialogue

The Production of Nature

Neil Smith, Distinguished Professor, Anthropology, City University of New York Graduate Center

12–2 pm. Meet at Gowanus Canal, Brooklyn. Participants will be informed of the exact location.

20 spots available, registration required. Please e-mail futurefarmers@guggenheim.org.

Making Our Own Rules

Activity for families in which participants create their own measurement system. Organized in conjunction with the Guggenheim Museum's Just Drop In! family program. Open to anyone with children.

1–4 pm. Cobbler's Bench in Rotunda, Guggenheim Museum. No advance registration.

Monday, May 9

Shoemaker's Dialogue

The History of the Shoe: From Aristotle to Warhol

Michael Taussig, Professor of Anthropology, Columbia University, New York

7–9 pm, Spectacle Theater, 124 South 3rd Street, Brooklyn. 20 spots available, registration required.

Please e-mail futurefarmers@guggenheim.org.

Film Screening

Examined Life (2008)

A screening of the documentary *Examined Life* followed by a question-and-answer session with director Astra Taylor. The film features eight influential philosophers, including Kwame Anthony Appiah, Avital Ronell, and Cornel West, discussing the practical application of their ideas to today's world.

88 minutes. Courtesy Zeitgeist Films. No advance registration.

3–4:30 pm. New Media Theater, Sackler Center for Arts Education, Guggenheim Museum

Tuesday, May 10

Ink Gathering

The Urban Ecology of New York City Starts with a Knowledge of the Land under Our Feet

Gillian Stewart, Associate Professor, Environmental Science, Queens College, City University of New

York

10 am–3 pm. Meet at the Guggenheim Museum (membership desk) and continue by subway and bus to Jamaica Bay, N.Y. 20 spots available, registration required. Please e-mail futurefarmers@guggenheim.org.

Wednesday, May 11

Pedestrian Press

12–2 pm. Meet at the Guggenheim Museum (membership desk) and continue by subway to Soul Kitchen, a former shoemaking store in Harlem. 20 spots available, registration required. Please e-mail futurefarmers@guggenheim.org. In the event of rain, *Pedestrian Press* will be canceled.

To find Futurefarmers and the *Pedestrian Press* please follow @Guggenheim and #Futurefarmers on Twitter.

Film Screening

Examined Life (2008)

3–4:30 pm. New Media Theater, Sackler Center for Arts Education, Guggenheim Museum. No advance registration.

Making Our Own Rules

Workshop for adult visitors following the screening of *Examined Life*.

4:30–5 pm. Cobbler's Bench in the Rotunda, Guggenheim Museum. No advance registration.

Friday, May 13

Ink Gathering

Particle Pollution and Other Pedestrian Encounters

David Wheeler, Environmental Engineer at the New York State Department of Environmental Conservation, and Thomas Matte, Professor, Environmental and Occupational Health Sciences, City University of New York School of Public Health

12–2 pm. Meet at the Guggenheim Museum (membership desk) and walk through the city, reflecting upon the effects of the human footprint on the landscape. 20 spots available, registration required.

Please e-mail futurefarmers@guggenheim.org.

Saturday, May 14

Pedestrian Press

The culminating event of the ten-day project in which parts of the *Sole/Soul Sermons* and *Shoemaker's Dialogues* will be printed with the help of passersby.

12–4 pm. Meet at the Guggenheim Museum (membership desk) and continue by foot through the city. 20 spots available. Please e-mail futurefarmers@guggenheim.org. In the event of rain, *Pedestrian Press* will be canceled.

To find Futurefarmers and the *Pedestrian Press*, please follow @Guggenheim and #Futurefarmers on Twitter.

About Futurefarmers

Futurefarmers is a collective of artists and designers who have been working together since 1995. The collective serves as a platform to support art projects, artist-in-residency programs and research endeavors. The Futurefarmers are teachers, researchers, designers, gardeners, scientists, engineers, illustrators; people who know how to sew, cook, and drive a bus; people with a common interest in creating work that challenges current social, political, and economic systems. Futurefarmers expands and contracts depending on the project, but the core team consists of Amy Franceschini and Michael Swaine with Dan Allende, Ian Cox, Sascha Merg, Stijn Schiffeleers, and Audrey Snyder. Futurefarmers' work has been widely exhibited internationally, including in solo presentations at the Contemporary Museum, Baltimore (2009); Art Gallery, Pasadena City College, Calif. (2008); Reynolds Art Gallery, University of the Pacific, Stockton, Calif. (2004); and Ramp Gallery, Waikato Institute of Technology, New Zealand (2002). Group exhibitions have included *Actions: What You Can Do With the City*, Canadian Center for Architecture, Montreal (2009); *The Gatherers: Greening Our Urban Spheres*, Yerba Buena Center for the Arts, San Francisco (2008–09); *Design and the Elastic Mind*, Museum of Modern Art, New York (2008); *Weather Report: Art and Climate Change*, Boulder Museum of Contemporary Art, Boulder, Colo. (2007); *Fabrica: Les yeux ouverts*, Center Georges Pompidou, Paris (2006); and *Making Things Public: Atmospheres of Democracy*, ZKM Museum für Neue Kunst, Karlsruhe, Germany (2005). The *Intervals* exhibition marks Futurefarmers' first solo institutional presentation in New York.

About *Intervals*

Fast-paced and modest in scale, *Intervals* is an experimental series launched in spring 2009 that allows the museum to respond quickly to innovations and new developments in contemporary art and architecture as they arise. Conceived to take place in the interstices of the museum's exhibition spaces, in individual galleries, or beyond the physical confines of the building, the program invites a diverse range of artists to create new work for a succession of solo presentations.

The exhibition series is funded by the generous contributions of the *Intervals* Leadership Committee. Chaired by Young Collectors Council member Jeremy E. Steinke, the group comprises high-level Guggenheim members who are committed to the realization of *Intervals* projects and who enjoy a privileged insight into the curatorial processes behind them.

About the Solomon R. Guggenheim Foundation

Founded in 1937, the Solomon R. Guggenheim Foundation is dedicated to promoting the understanding and appreciation of art, primarily of the modern and contemporary periods, through exhibitions, education programs, research initiatives, and publications. Currently the Solomon R. Guggenheim Foundation owns and operates the Guggenheim Museum on Fifth Avenue in New York and the Peggy Guggenheim Collection on the Grand Canal in Venice, and provides programming and management for the Guggenheim Museum Bilbao. The Deutsche Guggenheim in Berlin is the result of a collaboration, begun in 1997, between the Guggenheim Foundation and Deutsche Bank. The Guggenheim Abu Dhabi, a 452,000-square-foot museum of modern and contemporary art designed by Frank Gehry on Saadiyat Island, adjacent to the main island of Abu Dhabi city, the capital of the United Arab Emirates, is currently in progress. More information about the Foundation can be found at guggenheim.org.

VISITOR INFORMATION

Admission: Adults \$18, students/seniors (65+) \$15, members and children under 12 free. Admission includes an audio tour of the exhibition.

Museum Hours: Sun–Wed, 10 am–5:45 pm; Fri, 10 am–5:45 pm; Sat, 10 am–7:45 pm; closed Thurs. On Saturdays, beginning at 5:45 pm, the museum hosts Pay What You Wish. For general information, call 212 423 3500 or visit guggenheim.org.

For publicity images go to guggenheim.org/new-york/press-room/press-images

User ID = photoservice, Password = presspass

#1181

April 4, 2011

Updated from February 24, 2011

FOR ADDITIONAL INFORMATION CONTACT

Lauren Van Natten, Senior Publicist

Solomon R. Guggenheim Museum

212 423 3840

pressoffice@guggenheim.org

PRESS IMAGES

Intervals: Futurefarmers

May 4–14, 2011

Solomon R. Guggenheim Museum

Online Photo Service for Press Images

Images for current exhibitions may be downloaded free of charge through our Web site.

- Go to guggenheim.org/new-york/press-room/press-images
- Enter the following username and password:
 - Username: photoservice
 - Password: presspass
- Select the desired exhibition

All images cleared for press are available in either jpeg or tiff format.

All images are accompanied by full caption and copyright information.

The publication of images is permitted only for press purposes and with the corresponding credit lines.

Images may not be cropped, detailed, overprinted, or altered.

E-mail pressooffice@guggenheim.org with any questions.



Futurefarmers

Demiurgos, 2010

Sketch for the action *Pedestrian Press* (2011)

Graphite on paper, 30 x 35 cm

© Futurefarmers. Photo: Courtesy the artists

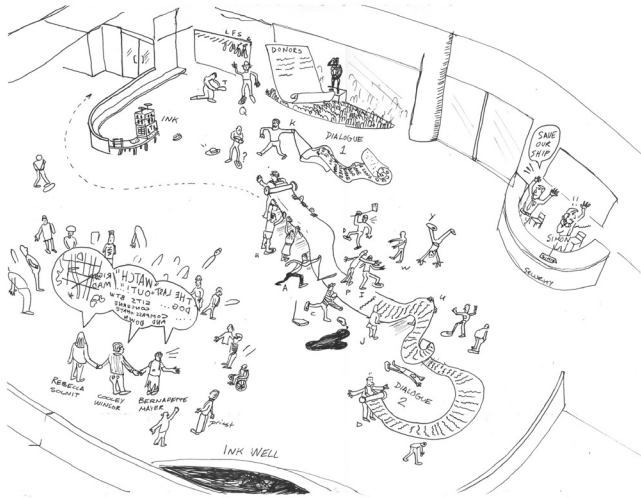


Futurefarmers

Shoemaker's Last, 2010

Inkjet print, 20 x 20 cm

© Futurefarmers. Photo: Courtesy the artists



Futurefarmers
 Sketch 1, 2011
 Ink on paper, 20 x 25 cm
 © Futurefarmers. Photo: Courtesy the artists



Futurefarmers
 Sketch 2, 2011
 Ink on paper, 20 x 25 cm
 © Futurefarmers. Photo: Courtesy the artists



Futurefarmers
 Untitled, 2010
 Sketch for the action *Pedestrian Press* (2011)
 Inkjet print, 25 x 20 cm
 © Futurefarmers. Photo: Courtesy the artists