

Thomas Hirschhorn Jumbo Spoons and Big Cake January 23-April 9, 2000 The Art Institute of Chicago 111 South Michigan Avenue Chicago, IL 60603

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Gallery Talk Hamza Walker. **Director of Education,** The Renaissance Society Friday, February 18 at 12:15 pm

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The Renaissance Society

Gross National Product

How much should AZT cost in Swaziland? If only this were a trick question. For all of its seeming simplicity, it reflects a painfully complex reality involving negotiations between two governments and a multinational pharmaceutical corporation as thousands await much needed treatment. This episode is one sidewalk wares — hats, scarves, banners, and plates examples, masks difficult questions regarding the relationship between industrialized and developing nations. For better and, or worse, this relationship is being mediated on a regular expanding free market economy. Whether it is the multi-year agenda of the World Trade Organization or the lending policies of the International Monetary Fund, globalization in an active sense has to do with the mobilization of capital. The Gross National Product of an industrialized nation is not simply a reflection of a country's ability to produce and consume within its own geographic borders, but also its ability to barter in the global market place. In addition to being political entities led by heads of state, industrialized nations are producing and consuming entities commandeered by the captains of industry and commerce. The body politic doubles as a work force and its citizens as consumers. The prosperity or stagnation of the economy and the availability of goods and services are linked to a larger network of global resources. If one is then willing to put aside Marxist alienation and growing class division, the commodity can certainly be given credit for bringing the world closer together, even if the terms are far from ideal.

Although his work is executed in the spirit of play, Swiss born, Paris-based artist Thomas Hirschhorn has a healthy distaste for the term globalization. Two of his well known, early works feature enlarged recreations of a Swiss Army knife and Rolex wrist watches, objects that contribute substantially to the Swiss however, usually chooses to make work with discarded GNP. Clad, however, in aluminum foil and executed at a scale reminiscent of the work of Claes Oldenberg, these works lation. The Fifty/Fifty sculptures, an earlier series of small are not part of a Gross National Product but are instead grossly national products whose kindergarten appeal playfully mocks their commodity status. Although Hirschhorn is usually referred to as a sculptor, his works do not revolve around discreet pieces as much as elaborate installations featuring dozens of components, notably makeshift walls featuring one of the most important commodities of all, information. This is in the form of hundreds of press and magazine clippings. The places, events and phenomena, from Rosa Luxembourg central sculptural components of these installations are linked to these walls through an elaborate system of aluminum to the Moon, in the form of the collectible spoon, a gesture foil tentacles that literally connect his objects—often fabricated that eliminates any hierarchy in their importance. They are equally with recycled materials—to the rhetoric of globalization. By this logic, globalization ceases to be an abstract phenomena fulfill the promise of a better life, promises made and broken as and can instead be traced through the production of things that surround us no matter how large or trivial. Steel, plastic, forth by many of modernity's utopian visionaries. World Airport, clothes, labor — behind each of these is a narrative of social, political and environmental relations that extend well beyond the replete with a runway come parade of nation-states, will fill The immediate context.

Born in Bern, Switzerland in 1957, Hirschhorn later attended the Schüle fur Gestaltung in Zurich where he was trained in graphic design. After completing his studies in 1984, Hirschhorn moved to France where he joined Grapus, a Parisian collective of communist graphic designers. Despite, the power of graphic design to galvanize an audience for either commercial or allowed much room for creativity. By 1986, the year of his abandoned graphic design in favor of the visual arts. Among the influences on his work, Hirschhorn cites the Russian Constuctivists and Kurt Schwitters. Needless to say, Hirschhorn, retained his political convictions, translating his leftist ideals

into works that in addition to culminating in museum and gallery installations took the form of public alters and souvenir stands on the sidewalks of several major European cities. The sculptural components, which consisted of cheap, tourist of a thousand facets of globalization, a phenomena that minus featuring the names of a wide array of 20th century personages — were displayed in stands fabricated with cardboard, sheet plastic and plywood. Although Hirschhorn initially viewed the transition from graphic design to the visual arts as basis not so much through political channels as it is through an being motivated by frustration, in a recent interview, he cited Warhol as a significant precursor for allowing such a move to be seen as continuous. "Warhol remained faithful to himself. I look at these artists and try to do the same thing: I aspire to continuity." Under these circumstances, Hirschhorn is somewhat skeptical of being labeled a sculptor and even more so as an installation artist. According to him, his work remains two-dimensional. "My work remains two-dimensional, a very important point for me. Of course my work has taken on three dimensional aspects at times, I make objects that have volume but they are not thought in three dimensions."

Hirschhorn's solo museum debut will be held in two venues. For

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The Art Institute of Chicago, Hirschhorn has created a new work which takes its title Jumbo Spoons and Big Cake from its main components. At The Renaissance Society, he will exhibit World Airport, the piece he created for the 1999 Venice Biennale. In scale and garishness, both installations have something of a parade's vulgar charms. But Hirschhorn's flare for spectacle is offset by an itinerant aesthetic featuring his signature materials, cardboard, blue plastic and aluminum foil. Most of Hirschhorn's work has critiqued globalization from the vantage point of the cosmopolitan center. Hirschhorn, materials from sections of the city with a large immigrant popuworks consisting of half-found materials and half-new materials suggest that centralization and marginalization are alternating pistons in the engine of globalization as metropolises simultaneously conglomerate capital and an immigrant work force. In World Airport and Jumbo Spoons and Big Cake, Hirschhorn has broadened his critique to include cultural tourism. Jumbo Spoons renders a wide assortment of figures, to the Chicago Bulls, from Nietzsche to fashion, from Malevich glamorous and equally tragic, able to offer but in no way much by the shiny commodity as the cruel glints of hope put a homemade Fisher-Price like airport and lounge area, Society's gallery. The airplanes sit prepared for take-off and are emblazoned with logos in national colors suggesting the airline's complicity in the brand management of the corporate nation-state. Business or pleasure; first class, third world—between the web of flight patterns spun by TWA and the WTO we have become starlings in the slipstream. This is not to say that Hirschhorn's critique is cynical. Far from the case, for his work is too elaborate to be of a singular sentiment. political ends, Hirschhorn felt neither advertising nor propaganda If anything, Hirschhorn's work is a state of the world equation whose facts and variables add up to the global portrait as painted first solo exhibition at Bar-Floréal in Paris, he had altogether in the next day's newspaper; a semblance, no doubt, to be savored over a cup of Seattle's Best.

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An exhibition in two locations

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