

PRESS RELEASE

do it

June 20 through August 30, 2015

ICI

"do it is a kind of *Catcher in the Rye* for the curatorial world; it is a transformative mandatory read that connects a blur of dots into a cohesive and inviting image of both the art universe and the universe of ideas."

—Douglas Coupland

Known as the longest-running exhibition ever to take place, *do it* will be on view at Napa Valley Museum from June 20 through August 30. Curated by Hans Ulrich Obrist, *do it* is a conceptual, interactive exhibition built upon enacting artists' written and drawn instructions. From a compendium of 250 instructions, the Museum will present realized artworks, ongoing performances, take home instructions, and above all, opportunities for the public to engage in the creation of contemporary art. Artists include: Louise Bourgeois, Gilbert & George, Alison Knowles, Yoko Ono, Sol LeWitt, and Olafur Eliasson, among many others. In conjunction with the exhibition, the *do it (archive)* will be on display representing the exhibition's 20-year, worldwide history. The festive opening party (based on Amalia Pica's *Throw a Party*) will be held on Friday, June 19 from 5-7pm.

do it began in Paris in 1993 as a conversation between Obrist, Christian Boltanski and Bertrand Lavier who were curious to see what would happen if they started an exhibition that would never need to stop. To test the idea, Obrist invited 12 artists to propose artworks based on written "scores" or instructions that can be openly



Image above:
Jérôme Bel
Shirtology, 2012
© Tate, 2012; Photo: Tate Photography, Gabrielle
Fonseca Johnson

interpreted every time they were presented. The instructions were then translated into 9 different languages and circulated internationally as a book. In the 20 years since Obrist, Boltanski and Lavier mused over the potential of “scores,” or written instructions by artists, *do it* created exhibition formats that could be more flexible and open-ended. Each time it was presented, *do it* was re-interpreted. Many new versions of the exhibition were formed, including *do it (museum)*, *do it (home)*, *do it (TV)*, *do it (seminar)*, and an online *do it* in collaboration with e-flux, among others.

The origin and transformation of *do it* reflects the necessity of exploring collaboration and shared authorship in a constantly evolving art world. The project’s impetus is rooted in the extraordinary effects of globalization on curating and artistic practice in the 1990s, a time that witnessed an unprecedented expansion of the geographies of contemporary art. Twenty years later, *do it* has taken place in 60+ venues worldwide and includes nearly 400 artists from across the globe, giving new meaning to the concept of an exhibition in progress, while offering infinite creative possibilities for participating audiences everywhere.

Adrian Piper asks audiences to hum a tune in order to enter a room. Ben Kinmont wants us to “invite a stranger into [our] home for breakfast.” Alexandre Singh teaches us how to turn wine into soda. Yoko Ono encourages us to keep wishing. And Mircea Cantor demands that we “burn this book. ASAP,” but John Armleder says to do “None of the above.”

do it (archive)

do it (archive) was first presented as *the archive room* at the Manchester Art Gallery in July 2013, and designed by Project Projects. Curated by ICI and Obrist, in collaboration with Joseph Grigley, *do it (archive)* contains installation images, slides, related websites, video and audio files, ephemera, and a collection of location-specific *do it* books produced in several languages. *do it (archive)* highlights key moments and impacts in the exhibition’s history: find out about the first presentation at Klagenfurt, Austria; a controversy in Reykjavik, Iceland; the early presentation of *do it* in Bangkok, Thailand; the 1997 ICI tour across North America; the community involvement in San Jose, Costa Rica; Mike Kelley’s personal *do it* sound archive; and much more.

Related Programs

do it (for kids)

Wednesday, July 1, 8, 15, 22 & 29

2-3pm

\$7 for adults, \$3.50 for seniors, free for kids 17 and younger.

Admission to Museum included.

Every Wednesday in July from 2-3pm enjoy an interactive hands-on exhibition experience designed specifically for kids! Activities will be geared for kids as young as 3 years old.

do it (happy hour)

Thursday, July 9 and August 13

Stop by the Museum the second Thursday of July & August from 4-6pm for *do it (happy hour)* to experience all *do it* has to offer and create your own *do it* artwork. Artists will perform select instructions during happy hour. Admission is free. Cash Bar.

Curator

Hans Ulrich Obrist (b. 1968, Zurich, Switzerland) is co-director of the Serpentine Galleries, London. Prior to this, he was the Curator of the Musée d'Art Moderne de la Ville, Paris. Since his first show "World Soup" (The Kitchen Show) in 1991 he has curated more than 250 shows.

Obrist's publications include *A Brief History of Curating*, *Project Japan: Metabolism Talks with Rem Koolhaas*, *Everything You Always Wanted to Know About Curating But Were Afraid to Ask*, *do it: the compendium*, *Think Like Clouds*, *Ai Weiwei Speaks*, *Sharp Tongues - Loose Lips - Open Eyes - Ears to the Ground*, along with new volumes of his *Conversation Series*. Since 2006, Obrist has initiated a series of "marathons," including the Interview Marathon, Experiment Marathon, the Poetry Marathon, and most recently the 89Plus Marathon (co-curated with Simon Castets, Director and Curator, Swiss Institute).

do it is a traveling exhibition conceived and curated by Hans Ulrich Obrist, and organized by [Independent Curators International \(ICI\), New York](#). The exhibition and the accompanying publication were made possible, in part by grants from the Elizabeth Firestone Graham Foundation, the Robert Sterling Clark Foundation, and with the generous support from Project Perpetual and ICI's International Forum and Board of Trustees.

About ICI

Independent Curators International (ICI) produces traveling exhibitions, events, publications, and training opportunities for diverse audiences around the world. Established in 1975 and headquartered in New York, ICI is a hub that provides access to the people and practices that are key to current developments in the field, inspiring fresh ways of seeing and contextualizing contemporary art.

About the Museum

Situated mid-valley in the historic town of Yountville, between St. Helena and Napa, the Museum provides unique experiences that enrich the cultural fabric of our community through exhibitions and educational programs. At Napa Valley Museum, explore the connections between our Valley's environment, culture, history and creative expression.

Visitor Information

Admission: Admission is \$7 for adults, \$3.50 for seniors and \$2.50 for youth. Free for Members, Yountville Veteran's Home residents, and active military.

Museum Hours: Wednesday through Sunday, 11am to 4pm. Closed Mondays, Tuesdays, and all major holidays. The Second Saturday of every month is Free Family Fun Day, sponsored by Raley's Family of Fine Stores.

For general information please call 707.944.0500

Website: www.NapaValleyMuseum.org

facebook: <https://www.facebook.com/pages/Napa-Valley-Museum/221016084575140>

Twitter: @napamuseum

Instagram: @napavalleymuseum

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Press Images

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