

ARTIST COLLECTIVE GRAND OPENINGS TO STAGE IMPROVISED AND SCRIPTED PERFORMANCES AT MoMA FROM JULY 20 THROUGH AUGUST 1

Daily Music Sessions and Tea Time Will Be Joined by One-off Happenings Including a Singles Night, a Wedding, and a Day of Formal Attire

Schedule of Performances to be Announced Daily via MoMA.org and Twitter

Grand Openings Return of the Blogs

July 20–August 1, 2011

The Donald B. and Catherine C. Marron Atrium, and other locations throughout the Museum

NEW YORK, July 14, 2011—The Museum of Modern Art has commissioned the New York–based artist collective Grand Openings to compose a multifaceted, live program of performances to take place in The Donald B. and Catherine C. Marron Atrium and in other locations throughout the Museum from July 20 through August 1, 2011. Over the course of the 13-day exhibition, the group’s five core members—Ei Arakawa, Jutta Koether, Jay Sanders, Emily Sundblad, and Stefan Tcherepnin—will perform partly scripted and partly improvised actions, loose choreographies, musical scores, and acts of self-reflection, and will invite the collaboration of musicians, performance art scholars, sound artists, filmmakers, writers, and friends. The title of the program, *Grand Openings Return of the Blogs*, refers to an additional documentary element of the work—a daily account of the actions in the form of handwritten texts, fabricated objects, and audio podcasts, which will be presented in the gallery space and on MoMA.org. As part of the Museum’s Performance Program, *Grand Openings Return of the Blogs* is organized by Sabine Breitwieser, Chief Curator, and Jenny Schlenzka, Assistant Curator for Performance, Department of Media and Performance Art, The Museum of Modern Art.

Performances will relate to the history of performance art in general, as well as MoMA’s particular institutional structure. Some pieces are informed by encounters with the Museum Archives, current exhibitions, the Museum’s architecture, and staff members; others are indirect meditations on the practice of performing itself.

The five members of Grand Openings will converge twice daily for recurring performances: a music session for visitors at 12:00 p.m. in the Roy and Niuta Titus Theater 2, and tea time at 3:00 p.m. in the Marron Atrium. Grand Openings will also organize performances including, but not limited to, a singles night for MoMA visitors on July 22 and 29; a wedding performance on July 31; a musical performance by the band Liturgy on July 29; a reenactment of Kathryn Bigelow’s film *Near Dark* (1987), while the film simultaneously screens in the Roy and Niuta Titus Theater 1

on July 30; and a day of formal attire, for which Museum visitors will be encouraged to dress in formal clothing, on July 27.

Specific times and locations of performances will be announced daily on Twitter (@MuseumModernArt), and schedules will be posted on MoMA.org and on a large-scale calendar on the wall of the Marron Atrium.

About the Artists:

Grand Openings consists of five core members—Ei Arakawa, Jutta Koether, Jay Sanders, Emily Sundblad, and Stefan Tcherepnin—with different backgrounds in art, music, curating, and criticism. Since its inception in 2005, the collective has appeared at Performa05 (New York, 2005), Magical Artroom (Tokyo, 2006), Echigo-Tsumari Art Triennial (Niigata Prefecture, Japan, 2006), MUMOK (Vienna, 2008), Bumbershoot (Seattle, 2008), Art Basel Statements (Basel, 2009), SculptureCenter (New York, 2009), and Bonniers Konsthall (Stockholm, 2010).

In addition to its five core members, Grand Openings will be joined at MoMA by collaborators including Christopher DeLaurenti, Loretta Fahrenholz, K8 Hardy, Hunter Hunt-Hendrix, John Kelsey, Amy Lien, Liturgy, MOMs, Daishiro Mori, Mari Mukai and the team Clifton, Georgia Sagri, Michael Sanchez, Robert The, Hanna Törnudd, Sen Uesaki, Lee Williams, and Masaaki Yoshino a.k.a. Maimi, among others.

ABOUT MoMA's PERFORMANCE PROGRAM:

The Performance Program, formerly Performance Exhibition Series, is an ongoing series committed to commissioning new works and activating historic performances and performative works at various locations throughout the Museum.

By inviting an artist collective rather than an individual artist to restart MoMA's performance program, the Museum directs its focus to performance as a generic collective practice. The project also addresses the changing relationship between institutions and performance art. A practice that was once conceived as a critique of the static, commodified art object created by a sole author is now embraced by major museums and becomes a focus of their programs. How do institutions and their audiences engage with this formerly emancipatory movement that once set out to seek new methods and channels for art? How do younger generations of artists respond to this legacy? And in what ways do artists negotiate the inherent tension between the original live performance and its representation in different media? Grand Openings' practice relates to these questions in an idiosyncratic way and opens them up for new discussion.

SPONSORSHIP:

The Performance Program is made possible by MoMA's Wallis Annenberg Fund for Innovation in Contemporary Art through the Annenberg Foundation.

No. 50

Press Contact:

Paul Jackson, (212) 708-9593, paul_jackson@moma.org

Margaret Doyle, (212) 408-6400, margaret_doyle@moma.org

For downloadable high-resolution images, register at MoMA.org/press.

Public Information:

The Museum of Modern Art, 11 West 53 Street, New York, NY 10019, (212) 708-9400, MoMA.org

Hours: Wednesday through Monday, 10:30 a.m.–5:30 p.m. Friday, 10:30 a.m.–8:00 p.m. Closed Tuesday

SUMMER HOURS JULY 1—SEPT. 3: Sunday through Wednesday, 10:30 a.m.–5:30 p.m.
Thursday through Saturday, 10:30 a.m.–8:30 p.m. (except Saturday July 9, the Museum closes at 5:30 p.m.)
Museum Admission: \$20 adults; \$16 seniors, 65 years and over with I.D.; \$12 full-time students with current I.D. Free, members and children 16 and under. (Includes admittance to Museum galleries and film programs). Target Free Friday Nights 4:00–8:00 p.m. (JULY 1—SEPT. 2: TARGET FREE FRIDAY NIGHTS 4:00-8:30 p.m.)
Film Admission: \$10 adults; \$8 seniors, 65 years and over with I.D. \$6 full-time students with current I.D. (For admittance to film programs only)

[MoMA/MoMA PS1 Blog](#), [MoMA on Facebook](#), [MoMA on Twitter](#), [MoMA on YouTube](#), [MoMA on Flickr](#)