

# KUB IN NYC

## INSIDE THE WORK

November 12 - 30, 2005



**Kunsthhaus Bregenz**

**Opening at the Austrian Cultural Forum New York:  
Friday, November 11, 2005, 6:00 to 8:00 p.m.**

**Exhibition concept: Eckhard Schneider  
Exhibition design: Sagmeister Inc., New York**

### **KUB in New York City**

#### **The Kunsthhaus Bregenz at the Austrian Cultural Forum New York**

The Kunsthhaus Bregenz is pleased to showcase itself at the Austrian Cultural Forum in New York as a leading international exhibition space for contemporary art with particular emphasis on its significance in today's transatlantic artistic dialogue. For three weeks, the striking sculpture-like skyscraper built by Raimund Abraham in the heart of New York City will be the setting for the KUB's presentation. At the core of this show designed for the ACF by graphic artist Stefan Sagmeister is the overall concept of the indivisibility of architecture, programming, publications, and education. The exhibition as well as roundtable discussions with artists, curators, critics, and architects will highlight the multifaceted picture of the idea "Inside the Work" – a program and a specific curatorial approach, now four years in the making, positing and exploring new artistic approaches to artworks, architecture, and society.

### **Inside the Work**

"The Kunsthhaus Bregenz is an open platform for the artwork and the audience alike. It is a place for deceleration, where the focus is on the real here and now of newly produced series of works and artists are free to unfold the full potential of their work's radical right. To the artists, the Kunsthhaus is a temporary studio, a research and production site for developing new series of works whose validity lies in their uncompromising artistic accentuation. To

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**Kunsthhaus Bregenz**

viewers, the KUB is a place of intellectual and sensory experience and discourse.” (Eckhard Schneider, Director, Kunsthhaus Bregenz)

Within just a few years, the Kunsthhaus Bregenz has succeeded in establishing itself as one of the leading international exhibition spaces in Europe. Artists, the public, and the media all agree that the Kunsthhaus can currently claim to have “the most compelling exhibition roster in the German-speaking world” (*Monopol*, no. 3 [2005]). All in all, the KUB is regarded, especially among artists, as a “signature space” grounded on a persuasive overall idea: the conclusive indivisibility of architecture, programming, curatorial practice, publications, and education geared toward the core of art.

### **Architecture**

The KUB, which opened its doors in 1997, was designed by renowned Swiss architect Peter Zumthor. A recipient of numerous honors, the building ranks among the most important contemporary museum structures in the world. Conceived as a museum lit by natural light, the building captivates by virtue of its momentous exterior form and the uncompromising implementation of its spatial conception. The sublime formal and material aesthetic of the ground floor and the three upper exhibition levels stacked one on top of another makes for an integrated whole with great artistic potential. For artists, the architecture both sets the scale and provides the conceptual impetus for the production of their exhibitions, especially when entire series of works are produced to be shown at the Kunsthhaus Bregenz. Consequently, the architecture is an indispensable platform for the idea *Inside the Work*.

### **Program**

Since revising its programmatic orientation in 2001, the KUB has realized twenty-four exhibitions and over thirty projects, all of which were of the museum’s own conception and for the most part were premieres in Austria and Europe. The central idea was and is the production of new series of works arising through a dialogue with the building’s architecture; the radical consequence of this approach in the context of today’s international art scene can only be experienced at the Kunsthhaus Bregenz or at the DIA Art Center in New York. Thus we succeeded in inspiring artists such as Daniel Buren, Olafur Eliasson, Hiroshi Sugimoto, Douglas Gordon, Pierre Huyghe, Doug Aitken, Gerhard Merz, Anish Kapoor, Santiago Sierra, Hans Schabus



Kunsthhaus Bregenz

and most recently Janet Cardiff & George Bures Miller to create remarkable on-site artworks. Along with large summer exhibitions of work by Jeff Koons, Louise Bourgeois, Franz West, Jenny Holzer, and Roy Lichtenstein, the panorama of contemporary art is being broken down into its spectacular contrasts, whereby, thanks to a specific proximity to the work, artistic depth and validity become the absolute standards.

### **Exhibitions since 2001**

2001

Daniel Buren, Olafur Eliasson, Günther Förg, Jeff Koons, Tony Oursler, Hiroshi Sugimoto

2002

Douglas Gordon, Gilbert & George, Louise Bourgeois, Ruth Schnell, Pierre Huyghe, Doug Aitken

2003

Mariko Mori, Gerhard Merz, Franz West, Anish Kapoor, Remind, Tone Fink

2004

Gary Hum, Santiago Sierra, Jenny Holzer, Thomas Demand, Hans Schabus

2005

Jake and Dinos Chapman, Constructive Provocation, Rachel Whiteread, Roy Lichtenstein, Siegrun Appelt, Tu Felix Austria .... Wild at Heart, KUB in NYC, Janet Cardiff & George Bures Miller

### **Curatorial Practice**

For the implementation of its program, the KUB has meticulously developed its capabilities in technological and curatorial matters. Cooperation with leading Vorarlberg companies and suppliers has become indispensable for the museum's team of technicians and the curator. As works are constantly being produced directly on-site, these companies innovative technological know-how plays an essential role, as does their willingness to provide sponsorship.



**Kunsthhaus Bregenz**

### **Catalogs**

The Kunsthhaus Bregenz publishes catalogs in conjunction with its exhibitions, working closely with the artists and leading designers, such as Walter Nikkels, Stefan Sagmeister, Bruce Mau, Martina Goldner, Clemens Schedler, and Monomer. Each catalog has its own trademark look and becomes a key component of the exhibition and of the works themselves.

### **Education**

The KUB sees the joint responsibility for the work of art and for the public as its central task. Hence, an indispensable part of the idea behind the work and thus of the mission of the museum is to open itself to the public in the form of wide-ranging and in-depth engagement with the work of art.

A central platform for art and communication is the KUB Arena. This work series, which is created by artists specifically for the foyer, stands at the interface between architecture, artwork, and discourse. Since its premiere in 2003 with the artist Franz West, an independent tradition has evolved with the works of Anish Kapoor, Thomas Demand, Jenny Holzer, Hans Schabus and most recently Marko Lulic, among others. The KUB Arena is implemented in cooperation with our partners Montfort Advertising and DMG.

### **KUB – A Powerful Piece of Vorarlberg**

The KUB stands in Bregenz, the capital of Vorarlberg, the most westerly federal state of Austria. In this excellent geocultural location at the junction of three countries and in close contact to its neighbors Germany and Switzerland, the KUB is nestled in a European region of astounding scenic beauty and economic success. Lake Constance, the Rhine Valley, and the Alps create a breathtaking panorama for many internationally appealing cultural highlights. In addition to the KUB, points of interest and attractions especially worth mentioning are the Vorarlberg architecture scene, the Bregenz Festival, the Schubertiade in Schwarzenberg, and the Feldkirch Festival.



## **KUB IN NYC**

### **INSIDE THE WORK**

**KUB Arena at the Austrian Cultural Forum New York  
November 12-22, 2005**

#### **Inside the Work**

Artist Talks: Artists talk to artists, art critics, and curators about their series of works at the Kunsthhaus Bregenz and the current status of their work in the context of production and reception.

**Saturday, November 12, 6:30 p.m.,**

ACF Auditorium

**Lecture Daniel Buren**

**Monday, November 14, 6:30 p.m.,**

ACF Auditorium

**Lecture Eckhard Schneider** (Director, Kunsthhaus Bregenz)

KUB as a Studio

KUB's specific mission statement

**Artist Talk Franz West and Jason Rhoades**

**Moderator: Ealan Wingate** (Director, Gagosian Gallery, NYC)

**Tuesday, November 15, 6:30 p.m.,**

ACF Auditorium

**Lecture Rudolf Sagmeister** (Curator, Kunsthhaus Bregenz)

Curatorial Practice at the KUB

**Artist Talk Douglas Gordon and Lynne Cooke** (Curator, Dia Art Foundation, NYC)

**Wednesday, November 16, 6:30 p.m.,**

ACF Auditorium

**Artist Talk Thomas Demand and Michael Rush** (WPS1 Art Radio, NYC)



**Thursday, November 17, 6:30 p.m.,**  
ACF Auditorium  
**Lecture Santiago Sierra**

**Friday, November 18, 6:30 p.m.,**  
ACF Auditorium  
**Artist Talk Jeff Koons and Scott Rothkopf** (Senior Editor, Artforum International, NYC)

## **Architecture as a Platform**

### **Peter Zumthor in conversation with artists**

The architect who designed Kunsthhaus Bregenz talks with artists for whom KUB's architecture served as a defining standard and conceptual inspiration for the production of entire series of work.

**Saturday, November 19, 6:30 p.m.,**  
ACF Auditorium  
**Eckhard Schneider** (Director, Kunsthhaus Bregenz)  
Introductory statement on the significance of KUB's architecture for the production of new work groups  
**Artist Talk Hiroshi Sugimoto and Peter Zumthor**

**Monday, November 21, 6:30 p.m.,**  
The Cooper Union (Great Hall)  
**Artist Talk Olafur Eliasson and Peter Zumthor**  
Organized by Kunsthhaus Bregenz and the Austrian Cultural Forum for *KUB in NYC*. Co-sponsored by the Irwin S. Chanin School of Architecture of the Cooper Union.  
In collaboration with the Architectural League of New York.  
The Cooper Union (Great Hall), 7 East 7th Street, New York, NY 10003,  
information number: (212) 753-1722. First-come first-served.



Kunsthhaus Bregenz

## Light as a Vision

This forum focuses on the question of the importance of light for artists, architects, and museum representatives in contemporary museum architecture. Is the Kunsthhaus Bregenz, as a daylight museum, a model for a museum of the future? Introductory statements followed by a roundtable discussion with representatives from architecture, art, and museums examine the new challenges and standards for museums with respect to appropriate lighting design for the works presented. Representatives from New York institutions will be present to discuss their current lighting design projects. Light as a Vision: in collaboration with Parsons The New School for Design and Zumtobel Staff.

### **Tuesday, November 22, 5:00 p.m.,**

Parsons The New School for Design

Opening words by **Paul Goldberger** (Dean, Parsons The New School for Design, NYC) and introductory statement by **Eckhard Schneider** (Director, Kunsthhaus Bregenz)

Parsons The New School for Design (The Lang Center, 55 West 13th Street, 2nd floor, New York, NY 10011, phone: (212) 229-8955 x 2910)

### **Keynote Speakers and Roundtable**

#### **Olafur Eliasson**

**Michael Govan** (Director, Dia Art Foundation, NYC)

**Paul Marantz** (lighting designer)

**Hani Rashid** (Asymptote, NYC)

**Donna De Salvo** (Associate Director for Programs and Curator, Permanent Collection, Whitney Museum of American Art, NYC)

#### **Hiroshi Sugimoto**

**Marianne Stockebrand** (Director, The Chinati Foundation, Marfa, Texas)

#### **Peter Zumthor**

**Moderator: Peter M. Wheelwright** (Chair, Dept. of Architecture, Interior Design, and Lighting, Parsons The New School for Design, NYC)

Free admission to all events.

For further information on the artist talks, please contact [kub@acfny.org](mailto:kub@acfny.org) or (212) 319-5300 x 333 or visit [www.acfny.org](http://www.acfny.org).



## **KUB in NYC**

### **Partners**

#### **A Project in Cooperation with the Austrian Cultural Forum New York**

### **Artists**

Daniel Buren, Thomas Demand, Olafur Eliasson, Douglas Gordon, Jeff Koons, Jason Rhoades, Santiago Sierra, Hiroshi Sugimoto, Franz West

### **Galleries and Institutions in New York**

303 Gallery, The Architectural League of New York, Dia Art Foundation, Gagosian Gallery, Marian Goodman Gallery, The Irwin S. Chanin School of Architecture of the Cooper Union, MoMA – The Museum of Modern Art, Parsons The New School for Design, Sonnabend Gallery, Whitney Museum of American Art

### **Curators and Critics**

Lynne Cooke, Paul Goldberger, Michael Govan, Scott Rothkopf, Michael Rush, Donna De Salvo, Marianne Stockebrand, Peter M. Wheelwright, Ealan Wingate

### **Architects**

Hani Rashid, Peter Zumthor

### **Lighting designer**

Paul Marantz

### **Sponsors and Supporters**

State of Vorarlberg, Federal Chancellery Arts Division, Wirtschaftskammer Vorarlberg, Montfort Advertising, Zumtobel Staff, Hypo Landesbank Vorarlberg, Vorarlberg Tourismus, Vorarlberger Medienhaus, ORF Vorarlberg, Mäser Digital Media, Bregenz Tourismus, HS Art Service Austria



## Partners and Sponsors

The Kunsthhaus Bregenz would like to thank its partners for their generous financial support and the cultural commitment that goes along with it.



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KUB Arena

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Main sponsor  
of the *Kunsthhaus Bregenz*



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Sponsored by





**KUB in NYC  
Inside the Work**

**Exhibition concept:** Eckhard Schneider

**Exhibition design:** Sagmeister Inc., New York,  
Stefan Sagmeister, Matthias Ernstberger

**Communication:** Birgit Albers, Iris Klein

**Program:** Eckhard Schneider, Winfried Nußbaumüller

**Organisation:** Birgit Albers, Melanie Büchel, Matthias Ernstberger,  
Kirsten Helfrich, Antje Kühn, Iris Klein, Winfried Nußbaumüller

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**Director:**

Christoph Thun-Hohenstein

**Exhibition Coordinator**

Iris Klein

**Austrian Cultural Forum New York**

**Gallery hours:** Mon – Sat 10:00 a.m. to 6:00 p.m.



**Kunsthau Bregenz**

**Kunsthau Bregenz**  
**Karl Tizian Platz**  
**A-6900 Bregenz**

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**Eckhard Schneider**

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