

Barbara Kruger
Untitled (The Drop)

A Performa 17 Commission

Thu, Nov. 2, 4:00pm – 8:00pm
Thu, Nov. 9, 4:00pm – 8:00pm
Thu, Nov. 16, 4:00pm – 8:00pm

Performa 17 Biennial Hub
427 Broadway

**Performa 17
Biennial
November 1-19**

Curated by RoseLee Goldberg

Organized by Esa Nickle (Producer),
Job Piston (Special Projects Manager)
and
Sasha Okshteyn (Associate Producer).

Cast

Shop Manager: Nate Hutsenpiller

Sales: Manuela Kondo

Security: Juan and Alfonso

Hype Man: Steve Rodriguez

Hype Team: EP+Co

Social Media: @notmyhandler/Jes
Nelson

Scenic

Set design: Studio Meissen

Set construction: Hatchet Design Build

Volcom Crew

Global Creative Director: Mike Aho

Director of Global Marketing

Operations: Ryan Immegart

Men/Youth M&D - SMU: Jason
Graham

Administrative Manager of Global

Marketing: Megan West

Videographer: Bryan Delagarza

Support provided by Ford Foundation, Warhol Foundation, NEA, Toby Devan Lewis, Volcom, Sprueth Magers, Larry Warsh, Broad Art Foundation, Mary Boone, Susi Kenna, and the Performa Commissioning Fund.

Barbara Kruger (b. 1945, Newark, New Jersey) graduated from Parsons School of Design in New York City in 1966 and began developing her distinguished, well-known style in the late 1970s. Kruger's early career in graphic design forms the basis of her photograph-and-text-based works, which take advantage of traditional iconography and slogans to make incisive commentary against pervading social stereotypes and consumerist culture.

Kruger has exhibited extensively throughout the United States and Europe. Recent solo exhibitions of her work have been held in institutions such as the Moderna Museet, Stockholm; the Museum of Contemporary Art San Diego; and the Whitney Museum of American Art, New York. She has also participated in exhibitions in major institutions such as the Centre Pompidou, Paris; the Metropolitan Museum of Art, New York; and the Museum of Contemporary Art, Los Angeles. Kruger has participated in several Whitney Biennials, and her work has been featured in multiple publications. She lives in New York and Los Angeles.

Untitled (The Drop)

Barbara Kruger has been employing media effects and strategies to create her own political, and social messages around consumerism, mass media, and feminism on billboards, buses, newspapers, buildings, and parks for the past four decades. Her instantly recognizable—and frequently appropriated—visual style of delivering highly charged, terse phrases in white Futura Bold font over red blocks has radiated its influence on other visual artists, graphic design, street culture, and skate fashion, and now fills the interior of this new public skate park. This is the artist's first major project in New York in eight years.

Untitled (Skate)

Wed, Nov. 1 - Sun, Nov. 19, All Day

Coleman Skatepark

Monroe Street at Market Street

Free

Created in partnership with NYC Parks and skate park designer Steve Rodriguez, Barbara Kruger employs her signature effects and strategies to broadcast messages that engage issues of and ideas about power, desire, adoration, contempt, and capital at New York's most popular skate park underneath the Manhattan Bridge.

Untitled (Know, Believe, Forget)

Wed, Nov. 1 - Sun, Nov. 19, All Day

Billboard at 10th Avenue and 17th Street

(Viewable from the High Line)

Free

Untitled (School)

Wed, Nov. 1 - Sun, Nov. 19, All Day

Various Locations, NYC Streets

Free

Barbara Kruger's wrapped school bus can be seen around the city and parked outside various Performa venues throughout the Biennial. Grounded in activism, feminism, and community, Kruger's signature text is reproduced on a large-scale vinyl format, covering the bus's forty-foot-long shell.

Other Events This Week

Tracey Rose

*THE TRACEY ROSE SHOW IN COLLABORATION WITH PERFORMA17
AND AFROGLOSSIA PRESENTS: THE GOOD SHIP JESUS VS THE BLACK
STAR LINE HITCHING A RIDE WITH DIE ALIBAMA [WORKING TITLE]*

Thu, Nov. 9, Part 1 at 2:00pm & Part 2 at 7:30pm

Fri, Nov. 10, Part 1 at 2:00pm & Part 2 at 7:30pm

Sat, Nov. 11, Part 1 at 2:00pm & Part 2 at 7:30pm

The Black Lady Theatre, Part 1: Free, Part 2: \$25 / \$15

Kelly Nipper

Terre Mécanique

Thu, Nov. 9, 7:00pm

Fri, Nov. 10, 7:00pm

Sat, Nov. 11, 7:00pm

371 Broadway, \$25 / \$15

Yto Barrada

Tree Identification for Beginners

Fri, Nov. 17, 7:00pm

Sat, Nov. 18, 7:00pm

Sun, Nov. 19, 7:00pm

Connelly Theater, \$25 / \$15

VISIT THE PERFORMA 17 HUB

427 Broadway, Soho

New York, NY 10013

Noon - 8PM daily

JOIN THE CONVERSATION

 PerformaNYC

 PerformaBiennial

PerformaNYC

Performa17

17.performa-arts.org

212-366-5700