

Press Release
St. Petersburg, August 21 2012

SUMMER IN NEW HOLLAND 2012
Workshop by the Bruce High Quality Foundation
August 27, 28. 18.30 – 22.00

Last year, the Bruce High Quality Foundation participated in the inaugural Summer in New Holland program with the installation “The Apology” and a video program. This summer, BHQF returns to the island, with a two-day workshop, and a look at one of their most recent videos.

The Bruce High Quality Foundation may have originated in a piece of fiction, but the Foundation has since consistently taken on the state of art history, education, and research, with wit and an astounding visual literacy that puts popular culture to work.

The Foundation came together in 2004 in commemoration of the fictional “social sculptor,” Bruce High Quality, who is purported to have perished in the attacks on New York on September 11, 2001. Tapping into this kind of national tragedy is not something to be done lightly, but the BHQF has managed to use their position of supposed playfulness to make some very serious inquiries into the state of art, education and American idealism. In 2008, the collective organized the first edition of the Brucennial and, in 2009, they established in New York the unaccredited and “free” Bruce High Quality Foundation University. The BHQFU does not work on the traditional degree-oriented tracks, instead putting an emphasis on education-as-action: “Our education is not seen as a protected time or space; rather, it is about placing yourself at constant risk.”

This kind of risk played a key part in the BHQF’s 2011 Teach 4 Amerika campaign. During a five week tour, members of the foundation crossed the United States, visiting art schools in a limo decked out to look like a school bus. While the stated intent was “For anarchy in arts education,” Teach 4 Amerika encouraged students to reexamine the current structure of art education, asking questions about what an exchange of ideas can look like. As the BHQF have insisted, “At its core, art is a learning experiment.”

Taking its name from one of the BHQF’s most well-known works, the “Public Art and Collaboration” workshop will focus on the latter aspect, exploring what it means to act as a collective. The program mixes discussion with hands-on activities, leading to the creation of a permanent work for New Holland. Space will be limited to the first thirty participants.

Additionally, the BHQF will offer an introduction to their earlier practice, by means of screening a selection of their so-called “pedagogical videos.” The short-form videos juxtapose sequences of pivoting anecdotes and montages of found footage to comment on art history, visual culture,

and the state of the world. Content ranges from sandwiches debating Velázquez's *Las Meninas* to an unseen narrator hailing the events of September 11, 2001, as "the biggest work of public art there has ever been," to an examination of labor and the American Work ethic, via the figure of cartoonist Al Capp, the WPA, Andy Warhol and Martin Luther. Videos to be screened include *Public Art and Collaboration*, 2008; *Art History with Food*, 2008; *Five Courses of Empire*, 2009; *2001: Art History with Metaphor*, 2010; and, the most recent, *Art History with Labor (95 Theses)*, 2012.

Participation in the master-class is free, registration is required. To apply for a place, please send your full name, age, the professional area you are currently working in, and a short text about why you want to take part to info@newhollandsp.com with BHQF as the subject. The number of participants is limited to 30 people.

For all those interested, from 25th to 28th August, in the New Holland Art Gallery there will be a BHQF film-screening from the series "Art History with....". On 25th August, the showing will last from 12:00 till 16:00, and from 26th to 28th August from 12:00 till 20:00.

About the Bruce High Quality Foundation

The Bruce High Quality Foundation creates installations, videos, paintings, sculptures, performances, and institutions that reveal our collective creative agency within the seemingly monolithic forces of art and social history. Their multimedia objects and installations have been exhibited at PS1 (as part of the "Greater New York" showcase) and the Whitney Biennial (New York), the Centre Pompidou (Paris), Fondazione Sandretto Re Rebaudengo (Torino, Italy), Fundacion Jumex (Mexico City), a special commission for Creativetime on Governor's Island, New York, and "Argumenta," at the 2011 Venice Biennale. Since 2008, the collective has been organizing the Brucennial, a democratically-minded exhibition. In 2009, they founded the Bruce High Quality Foundation University, an experimental art school in downtown Manhattan. In 2011, BHQF launched their "Teach 4 Amerika" campaign, bringing ideas on anarchy in art education across the country. In June of 2012, the Foundation opened a solo exhibition at New York's Lever House titled "Art History with Labor."

Summer in New Holland

Summer in New Holland is a temporary summer program on New Holland Island's territory which covers various areas of modern culture. The program is the first step in a large-scale renovation project of New Holland Island, the purpose of which is the restoration of the architectural monument, as well as redefining its role in the life of the city. It is planned that by 2017 the island will be established as a multifunctional cultural, business and tourist center.

The project is supported by Grolsch.



Summer in New Holland
Admiralteisky Canal Embankment, 2
Monday – Thursday: 11:00 am – 10:00 pm
Friday – Sunday: 11:00 am – 11:00 pm
www.newhollandsp.com
info@newhollandsp.com

Contacts:

For more information on the summer program and photographs please contact the Iris New Holland PR department: Alyona Markovich, +7 964 333 36 41, pr@newhollandsp.com.

For questions about the investment project of New Holland Island, contact the PR department at Millhouse LLC: John Mann, +7 495 961 1307, john.mann@millhouse.ru.