BMA TO HOST LIVE “AREAS FOR ACTION” PERFORMANCE DIRECTED BY ARTIST OLIVER HERRING ON OCTOBER 1

Color-splattered walls will become backdrop for a new installation of Herring’s work

Baltimore Museum of Art (BMA) today announced that visitors to the museum on October 1 will have the rare opportunity to see a performance of one of Oliver Herring’s Areas for Action performances directed by the artist. When the BMA opens at 11 a.m., four volunteers will begin spitting colored food dye onto three walls of a gallery adjacent to the BMA’s East Lobby, creating a vibrant backdrop for a new installation of Herring’s work that will be on view beginning Saturday, October 22. The playful, but physically demanding performance is expected to take several hours to provide the audience with a visceral understanding of the profound commitment of time and effort involved in artistic experimentation.

“I am excited to welcome artist Oliver Herring to Baltimore for this live performance of Areas for Action,” said BMA Dorothy Wagner Wallis Director Christopher Bedford. “This extraordinary experience invites visitors to connect with artists and be a part of the creative process in a way that is seldom found in larger museums. I look forward to bringing more of these kinds of experiences to the BMA.”

In addition to the colorful walls, the gallery installation will include 12 videos acquired by the BMA in 2011 that document previous performances of Herring’s Areas for Action series. Each performance included an exceptional quantity of common materials like food dye, yarn, foil, and glitter provided to volunteer performers who completely and literally immersed themselves in color, texture, and sculptural forms.

Based in Brooklyn, New York, Oliver Herring (b. 1964, Heidelberg, Germany) is best known for creating TASK, an ongoing series of events, workshops and parties in which participants of all ages and demographics collectively dream up instructions and carry them out with the materials provided. Much of his recent work involves human interaction, progressing towards unexpected and/or unpredictable finales. Herring’s work has also included hand-knit Mylar and tape sculptures inspired by the death of playwright and drag performer Ethyl Eichelberger, improvised stop-motion videos and performances, and elaborately constructed fragmented three-dimensional photo sculptures.

Herring’s work has been exhibited widely in the United States at the Museum of Modern Art, Solomon R. Guggenheim Museum of Art, and Whitney Museum of American Art in New York; Hirshhorn Museum and Sculpture Garden in Washington, DC; The Baltimore Museum of Art in Maryland; Blanton Art Museum in Austin, Texas; and the Denver Art Museum in Colorado. He has also exhibited at the Camden Art Center, London and Victoria and Albert Museum in London, England; The Kyoto Art Center in Kyoto, Japan; and the 10th Lyon Biennale in France. Herring received a BFA from the Ruskin School of Drawing and Fine Art, University of Oxford, England and an MFA from Hunter College, New York. He lives and works in Brooklyn, New York.
THE BALTIMORE MUSEUM OF ART
The Baltimore Museum of Art is home to an internationally renowned collection of 19th-century, modern, and contemporary art. Founded in 1914 with a single painting, the BMA today has 95,000 objects—including the largest public holding of works by Henri Matisse. Throughout the museum, visitors will find an outstanding selection of American and European painting, sculpture, and decorative arts; works by established and emerging contemporary artists; significant artworks from China; stunning Antioch mosaics; and an exceptional collection of art from Africa. The BMA’s galleries also showcase examples from one of the nation’s finest collections of prints, drawings, and photographs and exquisite textiles from around the world. The 210,000-square-foot museum is distinguished by a grand historic building designed in the 1920s by renowned American architect John Russell Pope and two beautifully landscaped sculpture gardens. As a major cultural destination for the region, the BMA hosts a dynamic program of exhibitions, events, and educational programs throughout the year. General admission to the BMA is free so that everyone can enjoy the power of art.

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Images:

Oliver Herring. Courtesy the Artist.