

MICHAEL SMITH: IMAGINE THE VIEW FROM HERE!

GALLERY 1

08.DEC.2018-03.MAR.2019

Mexico City – December 6, 2018 – Museo Jumex will present *Imagine the view from here!*, a project by the artist Michael Smith, whose practice uses wry humor to pitch the everyday experiences of aging, failure and enthusiasm against the aspirational images projected by corporate and institutional cultures.

This project includes an installation and a video featuring “Mike”, the artist’s alter-ego, who greets every new possibility life offers with a naïve and slack-jawed combination of confusion and enthusiasm.

The video *Imagine the view from here!* finds Mike visiting a possible timeshare located within the Museo Jumex that promotes a contemporary lifestyle in comparison with other established expatriate communities of San Miguel de Allende. A billboard located on the museum facade advertises the Jumex Terrace in dialogue with the property development in the immediate area.

Commissioned for the museum and filmed on location, the video is set within an installation that includes the 1996 work *How to Curate Your Own Group Exhibition*, an infomercial that reflects the professionalization and increasing popularity of contemporary art accompanied by the recognition of curating within a broader culture. Mike’s experiences reflect upon the integrated nature of business and culture, and how the individual is adrift within them, through parody and bathos alike. From this perspective, and for all its playfulness, *Imagine the view from here!*, as with Mike’s adventures as a whole, enables a form of institutional critique.

Smith’s videos, performances, and installations have been exhibited internationally at festivals and institutions including the Metropolitan Museum of Art, New York; the 2008 Whitney Biennial, New York; The Museum of Modern Art, New York; Stedelijk Museum, Amsterdam; Centre Pompidou, Paris; The Institute of Contemporary Art, Boston, MA; Documenta 8, Kassel, Germany; and the New Museum of Contemporary Art, New York. He has received grants from the Guggenheim Foundation and the National Endowment for the Arts, among other organizations. Since 2001, Smith has been professor of performance art at the University of Texas at Austin.

Project organized by Kit Hammonds, Curator, and María Emilia Fernández, Curatorial Assistant, Museo Jumex.

With thanks to: Blend & Artelinea

MUSEO JUMEX

Museo Jumex is the Fundación Jumex Arte Contemporáneo's main platform. It opened its doors to the public in November 2013 as an institution devoted to contemporary art, whose aim was not only to serve a broad and diverse public, but also to become a laboratory for experimentation and innovation in the arts. Through its exhibitions and public programs, Museo Jumex aspires to become a relevant institution in the field of art by producing and co-producing original exhibitions and research, and familiarizing audiences with the concepts and contexts that inform current art practice. Through the use of critical and pedagogical tools, the museum's educational programs further the institution's commitment to build links between contemporary art and the public.

ADMISSION

General admission / \$50 MXN
Mexican citizens / \$30 MXN
Free for: Children under 15 /
Students* / Senior citizens* /
Teachers*
*with valid ID

HOURS

Sundays free
Tuesday–Sunday / 10 AM–8 PM
Monday / Closed

PRESS CONTACTS

RUTH OVSEYEVITZ
ruth@fundacionjumex.org
+52 (55) 5395 2618-107

ADRIANA GIL
adrianag@fundacionjumex.org
+52 (55) 5395 2615-103

MUSEO JUMEX
MIGUEL DE CERVANTES
SAAVEDRA 303
COLONIA GRANADA
11520, MEXICO CITY

T.
(55) 5395 2615
(55) 5395 2618

FUNDACIONJUMEX.ORG