



THE MUSEUM OF CONTEMPORARY ART

FOR IMMEDIATE RELEASE

Wednesday, February 26, 2020

MOCA PRESENTS

PIPILOTTI RIST: BIG HEARTEDNESS, BE MY NEIGHBOR

May 17, 2020–October 5, 2020

The Geffen Contemporary at MOCA



LOS ANGELES—The Museum of Contemporary Art (MOCA) presents *Pipilotti Rist: Big Heartedness, Be My Neighbor*, the first West Coast survey of the internationally renowned, Zürich-based artist's work. The exhibition includes Rist's early single-channel videos dating to the mid-1980s, which established her critical appropriation of techniques drawn from popular culture and commercial advertising; her absorptive, architecturally-scaled installations brimming with blasts of color and lush textures, accompanied by hypnotic, lyric musical scores; as well as sculptures which merge everyday objects, video and digital images, and decorative forms. *Pipilotti Rist: Big Heartedness, Be My Neighbor* will also debut a new large-scale video installation made specifically for The Geffen Contemporary at MOCA. This is the first special ticketed exhibition since MOCA began offering free general admission. Special exhibitions at MOCA are \$18 for adults; \$10 for students with I.D. and seniors (+65); and free for children under 12 and jurors with I.D. The tickets allows for a second re-entry during the exhibition. Special exhibitions are **free** every Thursday from 5pm to 8pm and MOCA members always receive free admission to special exhibitions. Tickets go on sale at moca.org on May 1, 2020.

Rist expanded video into large-scale, immersive installations beginning in the mid-1990s. Equal parts technological and sensual, Rist's installations explore relationships of the body and technology; exterior environments and interior psychological landscapes; and reason and instinct. In Rist's audio-video installations, the external, visible world is of equal importance to dreams and that which we see when our eyes are closed. Her work fully realizes and joyfully explores the capaciousness of the video medium—its possibilities for vivid color, for sweeping views and extreme close-ups, for the expression of emotion and contradiction, for introspection and cultural critique, and, importantly, for the creation of shared, common experiences within the public space of the museum.

Rist often likens museums to “public living rooms,” and for this exhibition, The Geffen is imagined as a shared, open backyard, an in-between and semi-public space. The exhibition treats the central 35-foot-tall ceilinged gallery of the museum as an exterior environment, featuring Rist's *Pixel Forest* (2016), while individual galleries masquerade as civic structures, homes, and pavilions, decorated with foliage and framed windows to further elaborate the premise of a shared backyard. Within those galleries, surfaces of every sort are alive with moving images, manifesting Rist's aesthetic strategy of freeing video from the constraints of the box monitor and rectangular projection screen in order to disperse video across heterogenous surfaces. The exhibition is designed to nurture our understanding of the museum as a public space, and key to this are transformations that soften and humanize the hard, geometric surfaces and lines of institutional architecture, through the use of curtains, cushioned seating, and vibrant projections that would seem to dissolve the walls.

The installations and sculptural objects in *Pipilotti Rist: Big Heartedness, Be My Neighbor* offer unconventional, immersive viewing experiences, and often aim to subvert if not eliminate the distance between technology and body. Museum visitors—whom Rist emphatically refers to as *guests*—are welcome to view the artist's early works while sitting atop improbably oversized living room furniture in *Das Zimmer* (1994); gaze at an amoeba-shaped screen suspended from the ceiling while lying on beds in *4th Floor to Mildness* (2016); walk through ripples of color bursting through thousands of LED lights representing individual pixels in *Pixel Forest* (2016); enter a surreal domestic setting in *The Apartment* (1992-2019), wherein dining tables and desks double as projection screens; peek at the small-scale video *Selfless In The Bath of Lava* (1995) embedded in the floor; and lounge on cushions while bathing in the vivid hues of corner projections *Sip My Ocean* (1996) and *Ever Is Overall* (1997).

MOCA's long affiliation with Rist began in 2000, when the museum purchased *I Couldn't Agree With You More* (1999) with funds provided by Audrey M. Irmias. This important acquisition in tandem with the upcoming exhibition attests to MOCA's longstanding support of Rist's groundbreaking experiments in video and the museum's commitment to presenting the most significant art of its time.

Pipilotti Rist: Big Heartedness, Be My Neighbor is organized by Anna Katz, Curator, with Karlyn Olvido, Curatorial Assistant, The Museum of Contemporary Art, Los Angeles.

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Image credit: Pipilotti Rist, *Open My Glade* (still), 2000, single-channel video installation (color, silent), 9:52 minutes.
Courtesy of the artist, Hauser & Wirth, and Luhring Augustine.

THE MUSEUM OF CONTEMPORARY ART

About MOCA: Founded in 1979, MOCA is the defining museum of contemporary art. In a relatively short period of time, MOCA has achieved astonishing growth; a world-class permanent collection of more than 7,000 objects, international in scope and among the finest in the world; hallmark education programs that are widely-emulated; award-winning publications that present original scholarship; groundbreaking monographic, touring, and thematic exhibitions of international repute that survey the art of our time; and cutting-edge engagement with modes of new media production. MOCA is a not-for-profit institution that relies on a variety of funding sources for its activities.

Hours: MOCA Grand Avenue (located at 250 South Grand Avenue in Downtown Los Angeles) is open Monday, Wednesday, and Friday from 11am to 6pm; Thursday from 11am to 8pm; Saturday and Sunday from 11am to 5pm; and closed on Tuesday. The Geffen Contemporary at MOCA (located at 152 North Central Avenue, Los Angeles, CA 90012) has the same hours as MOCA Grand Avenue during exhibitions. Please call ahead or go to moca.org for the exhibition schedule for The Geffen Contemporary at MOCA. The MOCA Store at MOCA Grand Avenue (located at 250 South Grand Avenue) is open Monday through Wednesday and Friday from 10:30am to 5:30pm; Thursday from 10:30am to 8:30pm; and Saturday and Sunday from 10:30am to 6:30pm.

Museum Admission: General admission to MOCA is free. Special exhibitions at MOCA are \$18 for adults; \$10 for students with I.D. and seniors (+65); and free for children under 12 and jurors with I.D. Special exhibitions are free every Thursday from 5pm to 8pm. MOCA members always receive free admission to special exhibitions.

More Information: For 24-hour information on current exhibitions, education programs, and special events, call 213/626-6222 or access MOCA online at moca.org.

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