

## **CAT 124: EXHIBITION BUILDING: THE EVENT AND EXPERIENCE**

FALL 2016

Fridays, 1-3 PM

Instructors:

Ricardo Dominguez, Professor of Art, UC San Diego

Michael Ano, MFA candidate, UC San Diego

Cris Scorza, Education Curator, Museum of Contemporary Art San Diego

In collaboration with the Museum of Contemporary Art San Diego (MCASD), this practicum (CAT 124) will examine contemporary notions and visual practices around exhibition building as seen in MCASD's current exhibitions. Exploring ideas around the Museum's relationship to the community, the building's architecture and its relationship to artworks, the curation and installation of the exhibition, curriculum and educational programs, and strategies for institutional promotion.

Using the current MCASD exhibition the later portion of the seminar will explore ideas around contemporary exhibition practices and art making methods.

The seminar will take place over ten classes- five at MCASD, La Jolla and five at UC San Diego. The final class will take the form as a culminating event at MCASD, La Jolla. It will be led and organized collaboratively by MCASD and UC San Diego. Depending on availability MCASD curators and staff, and UC San Diego faculty will be invited to give brief talks.

This will be an intensive seminar- attendance of all classes will be required. Class locations may change due to Museum schedules.

### **PRIMARY CONTACT**

Michael Ano

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### **CONTACT HOURS EXPECTED**

Students will be required to attend all practicum sessions. Each session will be 2 hours long. Students will be responsible for spend 10 hours outside of class each week continuing research, weekly readings, and completing assignments. Travel time to meetings away from UC San Diego will be incorporated into students outside research hours. The chart below outlines the anticipated time required from students outside of class.

<b>Assignments</b>	<b>Time expected over 10 weeks</b>
Weekly readings	10 hours
Object creation/curation	25 hours
Object labels and biography	15 hours
Curriculum development	15 hours
Exhibition design and development	15 hours
Press	10 hours
MCASD, CalIT, Vis Arts events	10 hours

## ASSIGNMENTS/ GRADE BREAKDOWN

Over the course of the quarter students will collaboratively develop an event. Centering on experience making/ curation, curriculum development, promotion, exhibition design, and community outreach. Failure to complete any of the assignments will result in failing the course. Late assignments will result in 1/3 grade letter deduction (e.g. A to A-, A- to B+, etc.) for every 2 days past the due date.

All assignments and notes must be posted to the group Facebook page.

**20% - Experience** creation/ curation: Create or curate an experience to contribute to the event. Students will present their created or curated experiences twice in progress to the group for critique. A written proposal will be required. Proposals must include (project description, relation to MCASD exhibition, budget, development timeline, images and supplemental material)

**15% - Reflection essay/ Bio:** A page reflecting on the current exhibition and connections to your created or curated experience and a brief biography (in the style of an artist biography)

**15% - Performace tour:** Develop a tour-styled experience around MCASD's current exhibition. Perform it at MCASD Community Day on October 22.

**15% - Event design and installation:** Create a written proposal for the event (abstract, timeline, budget), host event

**15% - Press/ Outreach:** Create a proposal for the flier, postcard, and a distribution plan. Assist in distribution.

**10% - Weekly readings:** Select one of the pre-approved readings,. Read it and submit 4-6 essays for review. **Additional suggested readings may be submitted.** Each week 2 participants will lead discussions/workshops/talks/... around their readings

**5% - Attend events:** Attend 5 events over the course of the quarter at MCASD/UCSD/Cal-IT. After each event write a brief paragraph critiquing and reviewing it.

**5% - Participation and attendance**

Attendance: Any absences must be cleared with the TA in advance, or justified with written documentation (e.g. letter from student health, etc.). More than 3 unexcused absences from the seminar may result in failing the course.

## READINGS:

- Claire Bishop- Radical Museology
- Uses of Photography catalogue
- Grant Kester, Conversation Pieces
- Whitechapel- MEMORY
- Whitechapel- SITUATION
- Whitechapel- PARTICIPATION
- Whitechapel- EDUCATION
- <http://hyperallergic.com/326201/a-pair-of-performances-exposes-the-politics-of-how-museums-operate/>
- Machine Project Field Guide- [http://www.machineproject.com/files/pdf/MP0806\\_LACMA\\_Final.lo-res.pdf](http://www.machineproject.com/files/pdf/MP0806_LACMA_Final.lo-res.pdf)
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## DEADLINES

ASSIGNMENT	DUE DATE	PERCENT
<b>EXPERIENCE CREATION/ CURATION</b>		<b>20%</b>
Proposal 1	Week 2 – October 7	
Proposal 2	Week 3 - October 14	
Working Critique 1	Week 5 - October 28	
Working Critique 2	Week 8 – November 18	
<b>LESSON DEVELOPMENT-COMMUNITY DAY</b>		<b>15%</b>
MCASD object selection/ performance proposal	Week 2 – October 7	
Tour Performance Critique	Week 4 – October 21	
Community Day	October 22	
<b>Reflection essay</b>		<b>15%</b>
Draft 1	Week 5 – October 28	
Peer-Review	Week 6 – November 4	
Final	Week 9	
<b>Proposal and event</b>		<b>15%</b>
Proposal	Week 8 – November 18	
Event	December 3	
<b>Press</b>		<b>15%</b>
Flier text draft	Week 2 – October 7	
Flier text to Museum	Week 3 – October 14	
Flier design	Week 3 – October 14	
Flier design and updated text to Museum	Week 4 – October 21	
Flier distribution	Week 7 – November 11	

## 1- UC San Diego

9/30/16

- This first class will be an introduction to the course, its format, and requirements. We will begin with a discussion of contemporary visual practices and interests of students.
- Develop MCASD Community Day proposal
- Reflecting on the event and the experience
- Sign up for X-set (MCASD membership)
- Upcoming events at MCASD

### Assignments:

- Written proposal for experience creation/ curation project (share week 2)
- Select object in MCASD PC and begin research for lesson development (share week 2)
- Research MCASD exhibition Uses of Photography (visit exhibition, start reading catalogue, research objects)
- Flier text draft (share week 2)

## 2- UC San Diego

10/7/16

- Discuss MCASD exhibition (themes, objects...)
- Discuss objects and potential exercises selected for performance tour (Cris?)
- Present experience creation/ curation proposal (10 min proposal/ 10 min discussion-critique) (guest critic)
- Review flier text drafts- send to MCASD week 3

### Assignments:

- Experience creation/ curation proposal 2 - revised (share week 3)
- Create first draft of lesson (due week 4)
- Create flier design (share week 3)

## 3- UC San Diego

10/14/16

- Reading presentations
- Present experience creation / curation proposal 2 and critique (5 min proposal/ 15 min discussion)- critique (guest critic)
- Review flier design proposal- send to MCASD week 4

### Assignments:

- Create revised experience based on critique object creation/ curation (due week 8)

## 4- MCASD, La Jolla

10/21/16

- Reading presentations
- Peer review and discuss lesson plan (Cris?)
- The Museum and its community: explore the neighborhood around the Museum and discuss their constituents, who may be underserved populations and how can they be better served.
- Review Museum's object labels and artist bios (If participate in MCASD Block Party move to week 2)

### Assignments:

- Create first draft of reflection essay/bio (due week 5)
- Create promotional material and outreach plan (due week 6)
- Write 2<sup>nd</sup> draft of lesson, peer-review (due week 6)

## MCASD, La Jolla

10/22/16, 11:00-4:30

### MCASD COMMUNITY DAY- Participatory tour/performance

- proposal due 10/4
- 2-3 performances

## 5 - MCASD, La Jolla

10/28/16

- Reading presentations
- Working critique 1 of experience creation/curation- ACTUAL EXPERIENCE (guest critic)
- Peer review reflection essays and bio

### Assignment:

- Write 2<sup>nd</sup> draft of reflection essay/bio (due week 7)

## 6- MCASD, La Jolla

11/4/16

- Reading presentations
- Community Day reflection (Cris?)
- Decide which press plan, and duties for outreach
- PRINT FLIERS

### Assignment:

- Final draft of lesson (due week 10)
- As a group create promotional material for the exhibition: Facebook event page, e-mail for mass distribution.

## 7- UC San Diego

11/11/16 – VETERANS DAY HOLIDAY – ALT CLASS DATE

- Reading presentations
- Peer review 2 draft of reflection essays and bio
- Discuss event schedule and plan

### Assignment:

- Write final draft of reflection essay/bio (due week 8)
- Create event proposal(due week 8)

## 8- UC San Diego

11/18/16

- Reading presentations
- Working critique 2 experience creation/curation – (guest critic)
- Discuss event schedule and FINAL plan (timeline, duties, MCASD communication)

### Assignment:

- Revise experience creation/ curation (due at exhibition)

## 9- MCASD

11/25/16 – THANKSGIVING HOLIDAY- ALT CLASS DATE

- Prep event

### Assignment:

- Final event prep

**10- MCASD, La Jolla**

12/2/16

- Closing, recap, debrief
- Final draft of lesson plan due

**MCASD, La Jolla**

12/3/16, 12:30-3:30

**FINAL EVENT**