

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

SPRING 2017

Thursdays, 2-5 PM

### Instructors:

Michael Ano, MFA candidate, UC San Diego

Ricardo Dominguez, Professor of Art, UC San Diego

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

### Location:

UC San Diego, 6<sup>th</sup> college, conference room

MCASD, Downtown, 1100 Kettner Blvd, San Diego, CA 92101

In collaboration with the Museum of Contemporary Art San Diego (MCASD), this practicum (CAT 124) will examine contemporary notions and visual practices around experience building as seen in MCASD's current exhibitions and programs. Exploring ideas around the Museum's relationship to the community, the buildings 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 practicum will explore ideas around contemporary exhibition practices, public program development, and art making methods.

The seminar will take place over ten classes- five at MCASD, Downtown and five at UC San Diego. The final class will take the form as a culminating event at MCASD, Downtown. 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

[mano@ucsd.edu](mailto:mano@ucsd.edu)

### **CONTACT HOURS EXPECTED**

Students will be required to attend all practicum sessions. Each session will be 3 hours long. Students will be responsible for spend 10 hours outside of class each week continuing research, weekly readings, and completing assignments. 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.

**25% - Event 1 - Performance tour:** Develop a tour-styled experience around the UCSD MFA exhibition at MCASD. Perform it at MCASD on free third Thursday on April 27.

**30% - Event 2- Experience creation/ curation:** Create or curate an experience to contribute to the final 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% - Event design and installation:** Create a written proposal for the event (abstract, timeline, budget), host event

**10% - 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
- Grant Kester, Conversation Pieces
- Whitechapel- MEMORY
- Whitechapel- SITUATION
- Whitechapel- PARTICIPATION
- Whitechapel- EDUCATION
- Public Movement at Guggenheim <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)

## DEADLINES

ASSIGNMENT	DUE DATE	PERCENT
<b>Event 1- Interactive Tour</b>		<b>25%</b>
MFA object selection	Week 3 – April 20	
Written performance proposal, interactive tour critique 1	Week 4 – April 27	
Interactive tour critique 2	Week 6 – May 11	
Event 1	Week 7 – May 18, 5-7 pm	
<b>Event 2</b>		<b>30%</b>
Proposal 1- rough	Week 3 – April 20	
Proposal 2 – complete written proposal	Week 5 - May 4	
Working Critique 1	Week 6 - May 11	
Working Critique 2	Week 8 – May 24	
Final Critique	Week 10 – June 8	
Event 2	Week 11- June 15, 5-7 pm	
<b>Proposal and event</b>		<b>15%</b>
Event 2 proposal: installation,	Week 8 – May 24	
Event	June 15	
<b>Press</b>		<b>15%</b>
Flier and online promotion for Event 1		
Flier and online promotion for Event 2		
<b>Weekly readings</b>		<b>10%</b>
<b>Attend events</b>		<b>5%</b>
<b>Participation and attendance</b>		<b>5%</b>

## 1- UC San Diego

4/6/17

- 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.
- Discuss Event 1 proposal
- Reflecting on the event and the experience
- Sign up for X-set (MCASD membership)
- Upcoming events at MCASD and UCSD

### Assignments:

- Written proposal for Event 2 (share week 3)
- Review UCSD MFA's and 3<sup>rd</sup> year MFAs websites
- 3 students will share readings next week

## 2- UC San Diego

4/13/17

- Reading presentations
- Event 1- Discuss MFA exhibition (themes, objects...)
- Discuss objects and potential exercises selected for performance tour (Cris?)
- Review MFA texts and catalogue for Event 1

### Assignments:

- Review MFA exhibition website and MCASD website
- 3 students will share readings next week

## 3- MCASD, Downtown

4/20/17

- Reading presentations
- Present Event 2 proposal (10 min proposal/ 10 min discussion-critique)
- Tour of MFA exhibition
  - Selection of objects for Event 1
- Tour of MCASD exhibition

### Assignments:

- Press plan (text, design, museum approval) for Event 1

## 4- MCASD, Downtown

4/27/17

- Reading presentations
- Event 1 written proposal and critique (Cris?)

## 5 – UC San Diego

5/4/17

- Reading presentations
- Review and workshop Event 2 written proposal

### Assignments:

- Press plan (text, design, museum approval) for Event 2

## 6- MCASD, Downtown

5/11/17

- Reading presentations
- Event 1 interactive tour critique (Cris?)

**7- MCASD, Downtown**

5/18/17 – Event 1, 4-7 PM

- ALTERNATIVE CLASS TIME

**8- UC San Diego**

5/25/17

- Working critique Event 2
- Discuss event schedule and FINAL plan (timeline, duties, MCASD communication)

**9- MCASD**

6/1/17

- Prep event

**Assignment:**

- Final event prep

**10- MCASD, La Jolla**

6/8/17

- Event 2 final critique
- Event 2 plan

**11- MCASD Downtown**

6/15/16- 4-7 PM