



Andrea Zittel

HOW TO LIVE?

Massimo De Carlo is pleased to present *How To Live?* a solo exhibition by American artist Andrea Zittel. The exhibition will present five new works from Zittel's ongoing series, *Prototypes for Billboards*, and a video titled *How To Live?: A dynamic essay about liberation and it's complexities*.

Zittel has lived in the southern California desert for the last thirteen years in an area close to the region where her great grandparents first settled. Her latest video titled *How To Live*, depicts a nearby settlement that has developed on a piece of land that no one seems to know who the owner is. Neither the government, the state, nor any of the other possible owners, have stepped forward to claim title, so it is free to live here in every sense - there are no restrictions on what people can or cannot do. Offering a glimpse into the community, the video touches on the existential nature of freedom, as it's price, and very nature are called into question.

In contrast to the outdoor settlement presented in the video, the painted billboard prototypes depict intimate and detailed interiors from the artist's home, the ongoing site-specific project entitled *A-Z West*, also located about two hours north of the settlement. As the images of these domestic settings embody the same questions that emerge in the video work, we see the artist carry the weight of these questions into the everyday and every action. Zittel has been painting "illustrations" in the form of advertisements, billboards and other works following the conventions of propaganda for most of her 20 year career. Not only does painting in a more commercial and illustrative manner relieve some of the ideological weight of representation. But because advertising is already understood as a vehicle of persuasion, and it's therefor read as a potential "lie", Zittel feels that this also somehow makes her works feel more truthful since their subjectivity is so transparent.

The overarching question of *How To Live?* is lifted directly from the essays of Michel de Montaigne, who's life's writings comprise a massive volume of essays and anecdotes on all the nuances of day-to-day living. Zittel, like Montaigne, in a very personal and idiosyncratic manner, continues her life's work of asking these questions, constantly rewriting them, and allowing them to evolve in accordance to time and place.

Andrea Zittel was born in 1965 in Escondido California. She received a BFA in painting and sculpture from San Diego State University, and an MFA in sculpture from the Rhode Island School of Design. In the early 1990s she first established her practice in New York. One of her most visible projects in New York was A-Z East, a small row house in Brooklyn which she turned into a showroom/testing grounds for her prototypes for living. In 1999 she moved back to the West Coast, eventually settling in the High Desert region next to Joshua Tree National Park and founded A-Z West. Zittel is a co-organizer of the High Desert Test Sites project, which also operates out of Joshua Tree. Her work has been included in group exhibitions such as the Venice Biennale, Documenta X, Skulpture project in Munster, and both the 1995 and the 2004 Whitney Biennials. She has had solo exhibitions at the San Francisco Museum of Modern Art; The Carnegie Museum in Pittsburgh; The Diechtorhallen in Hamburg; the Whitney Museum of American Art at Altria, NY; The Museum for Gegenwartskunst in Basel; The Louisiana Museum in Denmark; the Schaulager in Basel and Magasin 3 in Stockholm. Her 2005-2007 North American traveling survey show *Critical Space* traveled to The New Museum, New York; The Contemporary Arts Museum, Houston, TX; the Albright Knox Museum in Buffalo, NY; the Los Angeles Museum of Contemporary Art, and the Vancouver Art Gallery.

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Useful Information:

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Dates: 1st June – 20th July, from Tuesday to Saturday from 11.30 am to 7.30 pm

Opening 1st June, 2013 from 6.00 pm to 9.00 pm

For further information and images please contact:

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