

Oct. 16 – Dec. 13, 2014:

**The Production of the Artist as  
a Collective Conversation**

Ricardo Basbaum

---

**Audain Gallery**

# Artist Talk: Oct. 15, 6pm

## Opening: Oct. 15, 7pm

---

### *Events*

#### **Opening Reception:**

Wednesday, October 15, 7pm  
Audain Gallery

#### **Artist Talk:**

*Ricardo Basbaum*  
Wednesday, October 15, 6pm  
Djavad Mowafaghian World Art Centre

#### **collective-conversation:**

Wednesday October 29, 6pm  
Audain Gallery

#### **Exhibition Tour:**

Amy Kazymierchyk and Sabine Bitter  
Saturday November 22, 1pm  
Audain Gallery

#### **Would you like to participate in an artistic experience?**

Ongoing throughout the exhibition  
Audain Gallery

For more information about the events, please see the inside back cover, or visit our website at [www.sfulgalleries.ca](http://www.sfulgalleries.ca).

Audain Gallery is part of Simon Fraser University Galleries and a vital aspect of the Visual Art program in the School for the Contemporary Arts.

Encouraging conceptual and experimental projects that explore the dialogue between the social and the cultural in contemporary artistic practices, Audain Gallery's mission is to advance the aesthetic and discursive production and presentation of contemporary art through a responsive program of exhibitions.

Audain Gallery staff are Melanie O'Brian, SFU Galleries Director; Amy Kazymierchyk, Curator; and Brady Cranfield, Gallery Assistant.

For more information, please contact: [audaingallery@sfu.ca](mailto:audaingallery@sfu.ca).

*Ricardo Basbaum: The Production of the Artist as a Collective Conversation* is presented with SFU's School for the Contemporary Arts, as part of their Audain Visual Artist in Residence Program.

## ***Ricardo Basbaum: The Production of the Artist as a Collective Conversation***

Since the early 1990s, Brazilian artist Ricardo Basbaum has incited artistic encounters by inviting people to engage with and respond to systems of symbols and rules embedded in objects, scripts, diagrams, maps and games. In his projects, Basbaum quotes artistic and graphic communication tactics that are both vernacular and abstract, thereby easy to learn, interpret and memorize. Through interaction with these fluid sets of visual and linguistic terms for the production of an artwork, Basbaum seeks to collectively consider the material, social and spatial membrane between artist, contemporary art system, art object and participant.

*The Production of the Artist as a Collective Conversation* is an emerging exhibition that frames the gallery as a critical site of pedagogical and artistic production. Over its eight-week installation, the project will accumulate conversations, experiences and audio, visual and print documents initiated by Basbaum with students and invested publics.

As the School for the Contemporary Arts' Audain Visual Artist in Residence, Basbaum will also facilitate reading, discussion, writing and editing towards the presentation of a public conversation and publication that considers how the image of the artist is constructed and what the prevailing forces on artistic production are.

The exhibition offers visitors the opportunity to consider the production of the artist through Basbaum's long-term project *Would you like to participate in an artistic experience?* Since 1994, Basbaum has extended the invitation to engage with a simple steel polygon object called NBP (New Bases of Personality) both inside and outside the gallery. NBP has been introduced into communal dinners, sports games, domestic cleaning, dance choreography, landscaping, tattooing and industrial fabrication. NBP mediates an inquiry into what the possibilities for an artistic experience are, how one participates in it and what its potential effects are.



Document 1

Document 2





## ***collective-conversations*** **Ricardo Basbaum**

As its title implies, the *collective-conversations* are organized as group workshops where all the participants are invited to join in—the dynamics involves a constant shift between talking, writing and reading; the voices are taken as they may sound, with differences in language, pronunciation, tone, etc., but also in terms of what anyone has to say to one another and to the group about the topics we propose to discuss.

I've been organizing the *collective-conversations* around three outcomes, which function together and occupy spaces that directly touch one another, but have particular and complementary requirements: (1) a document is produced, in the form of a script, comprising the text of the conversations and instructions for its reading; this document may be published anytime; (2) a public reading is enacted, where the script is performed in front of an audience; the reading unfolds according to a dynamic that includes refrains, choruses, dialogues, parallel and simultaneous readings, translations, improvisations, etc., following the script's instructions; (3) the reading is recorded, resulting in a sound piece; this recorded audio might return to the installation as a discursive sonic layer that mediates future access to the work.

As a group-dynamics process, the collective action produces a strong move to the outside, making it possible to encounter a space

proper to the group, where the actual actions can take place—this particular spaciality lasts as long as the group spends time and acts together, writing, reading, performing. It is a property of such singular common spaces to vanish right after the actions end—it might be said that it is as volatile as it is intense. However, a transformation has occurred, one may feel, as there is no return to the departure point, only the possibility to go somewhere else, ahead.

Extracted from Ricardo Basbaum, "collective-conversations", in *Counter-Production Part 3*, Diana Baldon and Ilse Lafer (Eds.), Vienna, Generali Foundation, 2012. Available at <http://foundation.generali.at/en/info/archive/2012-2012/publications/counter-production-part-3.html>

## Ricardo Basbaum Biography

Basbaum lives and works in Rio de Janeiro. His work has been exhibited at Logan Center Gallery, Chicago; Secession, Vienna; The Showroom, London; Centro Galego de Arte Contemporánea, Santiago de Compostela; the 30th Bienal de São Paulo; 2012 Busan Biennale; and documenta 12. Basbaum is the author of *Manual do artista-etc* (Azougue, 2013) and *Além da pureza visual* (Zouk, 2007). He is also a Professor at the Instituto de Artes, Universidade do Estado do Rio de Janeiro, and was a visiting Professor at the University of Chicago (2013).

Image Credit: Ricardo Basbaum, *collective-conversation*, 2013. Text, voices, live reading, live recording (with Daniela Mattos, Faia Díaz, Jesus Lopez Vilar [Vili], María Asunción, Arufe Carredano, Pedro de Llano, Ricardo Basbaum, Rocio Figueroa Guisande). Presented at the solo exhibition *diagrams*, Centro Galego de Arte Contemporánea, Santiago de Compostela, Spain. Photo: Mark Ritchie. Courtesy CGAC.

## Events

### Artist Talk: Ricardo Basbaum

Wednesday, October 15, 6pm  
Djavad Mowafaghian World Art Centre

### Opening Reception

Wednesday, October 15, 7-9pm  
Audain Gallery

### *Would you like to participate in an artistic experience?*

Ongoing throughout the exhibition  
Audain Gallery

Would you like to participate in an artistic experience with Ricardo Basbaum's NBP (New Bases for Personality) object? You just have to accept to use the NBP, for up to one week, for performing a solitary or collective experience. The object can be signed out with the gallery sitter. If you document the experience through text, photography, video or audio, you can add your records to the NBP public archive at <http://www.nbp.pro.br>, and submit them to the Audain Gallery (at [audaingallery@sfu.ca](mailto:audaingallery@sfu.ca)) for inclusion in the exhibition's archive display.

### *collective-conversation*

Wednesday October 29, 6pm  
Audain Gallery

As part of his residency, Ricardo Basbaum will teach a course within SFU's School for the Contemporary Arts with Sabine Bitter titled, "The production of the artist as collective conversation". The course will provoke a conversation amongst students through reading, writing, editing and speaking, on how the role and image of the artist is constructed. The culmination of this collective conversation will be performed live in the Audain Gallery. A recording of the performance will then be installed in the gallery for the remainder of the exhibition.

### Exhibition Tour

Amy Kazymierchuk and Sabine Bitter  
Saturday November 22, 1pm  
Audain Gallery

Join us for a tour of the exhibition led by curator Amy Kazymierchuk and SCA Assistant Professor Sabine Bitter. Afterward, walk with us to the Satellite Gallery for a 2pm tour of *The Port*, led by curator Cate Rimmer, then continue to Contemporary Art Gallery for a 3pm tour of *Shimabuku*, led by director Nigel Prince.

SFU

SIMON FRASER UNIVERSITY  
ENGAGING THE WORLD

Audain Gallery | SFU Galleries  
Simon Fraser University  
Goldcorp Centre for the Arts  
149 West Hastings Street  
Vancouver, BC, Canada V6B 1H4

Tues. – Sat. 12–6pm  
audaingallery@sfu.ca  
www.sfugalleries.ca

---

PRESENTED WITH:



SCHOOL FOR THE  
CONTEMPORARY  
ARTS



AUDAIN  
VISUAL ARTIST  
IN RESIDENCE