

For Immediate Release: March 14, 2011

Contact: Morgan Kroll, Public Relations Associate, 310-443-7016, mkroll@hammer.ucla.edu

PUBLIC ENGAGEMENT ARTIST-IN-RESIDENCE ANA PRVACKI PRESENTS *GREETING COMMITTEE*

Visitors invited to explore hospitality and welcoming practices at the Hammer Museum
Thursday, April 7 – Sunday, April 10



Above: Ana Prvacki. *Greeting Committee*, 2011. Photo: Meghann McCrory.

Los Angeles – Einstein thought the most important question facing humanity should be, “Is the universe a friendly place?” and Kurt Vonnegut asked that we practice “A little less love, and a little more common decency.” *Greeting Committee*, by Hammer Museum public engagement artist-in-residence **Ana Prvacki**, considers these ideas by magnifying and exploring the protocols and customs of basic hospitality routines, such as greetings, salutations, and welcoming. For her project at the Hammer, visitors are invited to observe or participate in interventions encouraging gestures of welcoming in the Hammer’s Wilshire lobby **Thursday, April 7 - Sunday, April 10** from **12-4pm** each day.

On site Prvacki will work with four instructors to facilitate social and public aspects of hospitality practices: **Iris Doyle**, **Lisa Gaché**, **ViKi (Vartouhi) Keshishyan**, and **Daryl Trainor Twerdahl**.

About the instructors:

Iris Doyle is the founder of Simply Manners in Bakersfield, CA. She teaches leadership and social skills to ensure that her students are comfortable in any social situation. She was trained and certified by The Etiquette & Leadership Institute.

Lisa Gaché founded Beverly Hills Manners to teach social skills in a fun and entertaining way, with a here's-why-it's-relative-to-you approach, that has proven to be a hit with both kids and parents. Gaché also created a pilot etiquette program for the Housing Authority of the City of Los Angeles.

ViKi (Vartouhi) Keshishyan is the founder and owner of Universal Etiquette, which provides guidance on social customs and international protocols. Keshishyan has many years of experience working with children, as well as a background in the international food industry.

Daryl Trainor Twerdahl's Southern upbringing and experience running Village Catering inform her interest in hospitality. She is the founder of The Los Angeles School of Etiquette and Protocol, a firm specializing in training children, students, business executives and others in contemporary, practical manners and protocol.

About the artist

Ana Prvacki, (b. 1976, Serbia or Yugoslavia) is an artist based in Los Angeles. Prvacki's work takes the form of diverse projects and enterprises that draw on performance, daily practices, consumer aesthetics, and popular concerns. Her installations are often participatory, promoting and/or providing products and services to the audience. Ana Prvacki has participated in numerous exhibitions including *Speculative Futures*, Sculpture Center at Bloomberg, New York, (2011); *Repetition Island*, Centre Pompidou, (2010); *Performing Practice*, Isabella Stewart Gardner Museum, Boston, (2010); *The Girl Effect*, Lombard Freid Projects, New York, (2009); *Wandering Band*, Castello di Rivoli Museo d'Arte Contemporanea, (2009); the Sydney Biennial, (2008); *25 Years Later: Welcome to Art in General*, New York, (2007); the Singapore Biennial, (2006) and Turin Triennale, (2005) among others.

Ana Prvacki is one of five artists selected to participate in the Public Engagement Artist-in-Residence (AIR) program at the Hammer Museum in 2011. The other artists are: **Lisa Anne Auerbach, Harrell Fletcher, Charles Long, and Kate Pocrass**. Visit our [website](#) for more information.

Public Engagement and AIR were established in 2009 when the Hammer was awarded a James Irvine Foundation Arts Innovation Fund grant to create a new model for visitor engagement, conceived and driven by artists. Via AIR, artists examine and respond to fundamental museum issues related to the visitor experience in an attempt to deepen the Hammer's connection with its guests.

ABOUT THE HAMMER MUSEUM

The Hammer Museum, a public arts unit of the University of California, Los Angeles, is dedicated to exploring the diversity of artistic expression through the ages. Its collections, exhibitions, and programs span the classic to the cutting-edge in art, architecture, and design, recognizing that artists play a crucial role in all aspects of culture and society.

The museum houses the Armand Hammer Collection of Old Master, Impressionist, and Post-Impressionist paintings and the Armand Hammer Daumier and Contemporaries Collection. The Hammer's newest collection, the Hammer Contemporary Collection, is highlighted by works on paper, particularly drawings and photographs from Southern California. The museum also houses the Grunwald Center for the Graphic Arts, comprising more than 45,000 prints, drawings, photographs, and artists' books from the Renaissance to the present; and oversees the management of the Franklin D. Murphy Sculpture Garden on the UCLA campus.

The Hammer presents major single-artist and thematic exhibitions of historical and contemporary art. It also presents approximately ten Hammer Projects exhibitions each year, providing international and local artists with a laboratory-like environment to create new work or to present existing work in a new context.

As a cultural center, the Hammer offers a diverse range of free public programs throughout the year, including lectures, readings, symposia, film screenings, and music performances. The Hammer's Billy Wilder Theater houses these widely acclaimed public programs and is the new home of the UCLA Film & Television Archive's renowned cinematheque.

HAMMER MUSEUM INFORMATION

For current program and exhibition information call **310-443-7000** or visit **www.hammer.ucla.edu**.

Hours: Tuesday, Wednesday, Friday, Saturday, 11am – 7pm; Thursday, 11am – 9 pm; Sunday, 11am – 5 pm; closed Mondays, July 4, Thanksgiving, Christmas, and New Year's Day.

Admission: \$10 for adults; \$5 for seniors (65+) and UCLA Alumni Association members; free for Museum members, students with identification, UCLA faculty/staff, military personnel, veterans, and visitors 17 and under. The Museum is free for everyone on Thursdays. Public programs are free.

Location/Parking: The Hammer is located at 10899 Wilshire Boulevard, at Westwood Boulevard. Parking is available under the Museum. Rate is \$3 for three hours with Museum validation. Bicycles park free.

Hammer Museum Tours: For group tour reservations and information, call 310-443-7041.