

For Immediate Release: October 29, 2012

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

THE HAMMER MUSEUM PRESENTS *GAME ROOM*
Visitors invited to engage with analog, multi-player games
December 1, 2012 – February 17, 2013



Left-right: *Subsidized* by Noa P. Kaplan. *Alexis Smith Playing Cards, Made in U.S.A.* Photos by Marianne Williams.

Los Angeles— The Hammer Museum's lobby gallery will be transformed into ***Game Room*** from **December 1, 2012** through **February 17, 2013**. The structure and aesthetics of games have long captured the imaginations of artists, inspiring works by Yoko Ono, Gabriel Orozco, Maurizio Cattelan, and countless others in the last half century alone. Human interaction, so central to game play, is a vital component of these artworks, which include an all-white chess set, an oval-shaped billiards table, and foosball for twenty. The advent of digital games has not only cracked open a new visual vernacular but has also created a shift in the dynamic of engagement: though players may be separated by continents, they are connected by the Internet. Or they may simply play alone. The look, the feel, and even the solitude of these electronic games have inevitably played out in the work of contemporary artists, but *Game Room* purposely returns to an earlier tradition. Each piece included is multiplayer, analog, and intended to be handled by visitors.

The participating artists explore a variety of concerns, such as **Noa P. Kaplan's** investigation of food production and consumption systems and **Sarah Bay Williams's** simultaneously sweet and aggressive confrontation of loss. **Jakob Penca**, **Marek Plichta**, and **Till Wittwer** harness human movement to create a mechanical-looking conveyance procedure, while **Alexis Smith** unfurls a layered version of Americana. **Eddo Stern**, also very engaged in the realm of digital games, addresses the detachment that electronic games can create head-on. And, **Samara Smith's** place-related game, tailored to Westwood, calibrates players to their physical surroundings. Collectively the artworks represent a game ethos of a bygone time, reverting to the tactile and grounded in face-to-face interaction.

PUBLIC ENGAGEMENT

Part of the curatorial department, the Public Engagement program collaborates with artists to develop and present works that create an exchange with the institution and with visitors. Enacted both inside and outside the galleries, Public Engagement projects range from re-envisioned security guard uniforms to library and orchestra residencies. Public Engagement was established in 2009 thanks to a James Irvine Foundation Arts Innovation Fund grant.

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.

Founded by Dr. Armand Hammer in 1990, the museum houses the Armand Hammer Collection of Old Master, Impressionist, and Post-Impressionist paintings and the Armand Hammer Daumier and Contemporaries Collection. Associated UCLA collections include 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 the Franklin D. Murphy Sculpture Garden on the UCLA campus. The Hammer's newest collection, the Hammer Contemporary Collection, is led by works on paper, particularly drawings and photographs from 1960 to the present.

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–Friday 11am–8pm; Saturday & Sunday 11am–5pm; 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 on Thursdays for all visitors. Public programs are always 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.