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**VENICE BEACH BIENNIAL TAKES PLACE JULY 13-15 ON OCEAN FRONT WALK**  
Free weekend event features work by over 60 Los Angeles artists & veteran Venice Beach boardwalk artists



Left-right: Anna Mayer. *Sketch for Venice*, 2012. Watercolor with photo. Courtesy of the artist. © 2012 Arthure "Art" Moore, *Funky Pussy*. [arthuremoore@yahoo.com](mailto:arthuremoore@yahoo.com) and on Facebook.

Los Angeles—The *Venice Beach Biennial (VBB)*, a weekend event that makes tongue-in-cheek reference to the “real” Venice Biennale in Italy, will treat the famed Venice Beach boardwalk, Ocean Front Walk, as an outdoor exhibition venue. Over the course of the weekend of July 13-15, 2012, over 50 fine artists will set up vending stands alongside veteran boardwalk artists, exhibiting new bodies of work, collaborating with the veterans on new projects, displaying site-specific sculptures or installations, and presenting live performances. **VBB** is presented in conjunction with [Made in L.A. 2012](#) and directed by Hammer curator Ali Subotnick. Admission is free.

The famed Ocean Front Walk is a promenade along Venice Beach with a rich history and undeniably funky atmosphere—and it’s also an ideal, if unconventional, location for a large-scale interdisciplinary outdoor exhibition. The boardwalk is officially recognized as a “Free Speech and Expression Zone” and there is a regulated system, which aims to allow performers, entertainers, and free expressionists to exhibit and sell their own original and constitutionally protected merchandise, in over 200 spaces marked along the beach side of the boardwalk. A recent city ordinance has fine-tuned the definition of “art” and nominal works that are permitted in the vending spaces, which has brought back many artists that had previously been driven out by commercial vendors.

**VBB** takes artists accustomed to showing in galleries and museums out of their comfort zone, and encourages them to consider their work in a new context. The veteran boardwalk artists will play an active role in this weekend event, and all artists will be working under the same conditions and regulations. Artists may also collaborate with shop owners and restaurateurs to present site-specific projects, interventions, murals, and wall projects. This exhibition will instigate new connections and

dialogue between disparate artistic communities and audiences that could potentially sustain itself and deepen over time. Projects will be presented on the boardwalk proper as well as in the Recreation and Parks area near Windward Plaza (adjacent to Muscle Beach and the Graffiti Wall).

**Projects in formation include:**

- Ceramicist **Matthias Merkel Hess** will show handmade ceramic versions of items often sold on the boardwalk and everyday objects, such as sunglasses, towels and six-pack rings.
- **Evan Holloway** with Julian Valdivieso will present a performance collaboration with the bodybuilders at famed Muscle Beach.
- **Barbara Kruger** poses existential questions in the form of stickers adhered to the ground.
- **Cara Earl** will sell miniature sculptures inspired by popular Mexican saint figurines, which she has created in the guise of the world's most wanted terrorists.
- **Nick Herman** turns to the tradition of scouring the sand with metal detectors and plans to display his treasures in a vending space.
- **Jason Meadows** is constructing a two-headed bicycle, a bit like a push-me pull-you, two bikes sharing one front wheel.
- **Carter Mull** will set up a photo booth on the boardwalk in which visitors may have their photo taken in the manner of obituary photographs.
- **Drew Heitzler** and **Sam Sharit** will debut a new video animation in an Ocean Front Walk tattoo parlor.
- **Jennifer Rochlin** will present ceramic tiles inserted into recesses on the facade of the public restrooms.

**Veteran boardwalk artists include:**

- **Arthure Moore's** best-selling painting, *Funky Pussy*, features a cat giving "the finger," and is the main identity for VBB. Moore also makes "funky" paintings of iconic figures such as the Mona Lisa and Muhhamed.
- **Albert Culbertson** and **Indira Burgos** make paintings and boxes with imagery burned into wood using a magnifying glass and sunlight.
- **RA Superstar** shows vibrant paintings mixing abstract expressionism and Pop Art.
- **Giles Williams** creates inventive sculptures using palm fronds.
- **Flewnt** makes mixed media assemblages using found metal, wood and other everyday material.
- **Vlada Stanisavlevic a.k.a. Danny Z** produces lifelike portraits in airbrush as well as surreal landscapes populated by imaginary creatures.
- **Mr. TV** presents a vaudevillian, satirical performance viewed through an open-air TV set.
- **Winston the Portraitist** draws exquisite charcoal portraits in under ten minutes.

**VBB** is presented in conjunction with *Made in L.A. 2012*. *Made in L.A. 2012* is organized by the Hammer Museum in collaboration with LA><ART, and presented at the Hammer Museum in Westwood, LA><ART in Culver City, and the Department of Cultural Affairs' Los Angeles Municipal Art Gallery at Barnsdall Park in Los Feliz.

The Venice Beach Biennial is made possible by the Teiger Foundation.

**ARTISTS IN THE VENICE BEACH BIENNIAL**

Lisa Anne Auerbach &amp; Robby Herbst

Loretta Ayeroff

Alex Becerra

Chelsea Beck &amp; Kurt Mueller w/José Claustro

Ben Brunner

Larry Bell

Edgar Bryan

Jedediah Caesar

Timothy Caldwell

Matt Chambers

Claude Collins-Stracensky

Liz Craft

Rip Cronk

Albert Culbertson &amp; Indira Burgos

Nathan Danilowicz

Dave Deany

Doh

Cara Faye Earl

Ernesto

Mark X Farina

Marc Fichou

Finishing School with Devon Tsuno

Flewnt

Eve Fowler

Abel Galindo

John Geary

Scott Grieger

Katie Grinnan

Mark Grotjahn

Mark Hagen &amp; Scott Benzel

Heartbeat of Venice feat. the Venice Beach Drum

Orchestra

Drew Heitzler &amp; Sam Sharit

Nick Herman

Roger Herman

Matthias Merkel Hess

Kenyatta A. C. Hinkle

Evan Holloway with Julian Valdivieso

Ikoh

Charles Irvin

Alex Israel

Adam Janes

Louis Jean-Paul

Barbara Kruger

Joel Kyack &amp; Michael Decker

La.Marche

Nery Gabriel Lemus

Chris Lipomi

Burton Machen

Lauren Marsolier

Anna Mayer

Jason Meadows

Brenda Michele

Jean Joseph Monfort

Pentti Monkkonen

Arthure Moore

Mr. TV

Carter Mull

Derek Mulliner

Brian Mylius

Arist Niciforos

Renée Petropoulos

RA Superstar

Sheila Richburg

Jennifer Rochlin

Ry Rocklen

Salty Shakespeare

Mark Self

Alexis Smith

Gary Soszynski

SKY (Stacey Kai Young)

Vlada Stanisavlevic a.k.a. Danny Z

James Scotty Todd

Monique Van Genderen &amp; Kate Brown

Venice Beach Pothead

Erika Vogt

Giles Williams

Winston the Portraitist

Brenna Youngblood &amp; Eamon Ore-Giron

Red = Boardwalk artists

Blue = Artists that are also in *Made in L.A. 2012*

Please note that the list of artists is in formation; additional artists may be confirmed at a later date.

### Venice Beach Boardwalk

Ocean Front Walk  
Venice, CA 90291

[<MAP LINK>](#)

The *Venice Beach Biennial* will take place along Ocean Front Walk between 19<sup>th</sup> Avenue and Rose Avenue. Ocean Front Walk is a pedestrian Boardwalk located parallel to the ocean. **Admission is free.**

### Hours

Friday, July 13, 11am-Sunset  
Saturday, July 14, 11am-Sunset  
Sunday, July 15, 11am-6pm

### Parking

There are several city and private parking lots conveniently located near the Venice Beach Boardwalk. Click [here](#) for details.

### ABOUT MADE IN L.A. 2012

***Made in L.A. 2012***, the first in an ongoing series of biennial exhibitions focused on new work created by artists in the Los Angeles region, opened June 2 at the **Hammer Museum, LA><ART** in Culver City, and the **Los Angeles Municipal Art Gallery** at Barnsdall Park in Los Feliz. Building upon the tradition of Hammer Invitational exhibitions, *Made in L.A. 2012* features work by 60 artists with an emphasis on emerging and under-recognized artists. The exhibition will debut nearly all new installations, performances, drawings, film, video, sculptures, and paintings created specifically for *Made in L.A. 2012*.

*Made in L.A. 2012*, on view through September 2, 2012, is organized by a team of curators from the Hammer and LA><ART: Hammer Senior Curator Anne Ellegood, Hammer curator Ali Subotnick, LA><ART Director and Chief Curator Lauri Firstenberg, LA><ART Associate Director and Senior Curator Cesar Garcia, and LA><ART curator-at-large Malik Gaines.

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*Made in L.A. 2012* is organized by the Hammer Museum in collaboration with LA><ART.

The exhibition is presented by



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The Venice Beach Biennial is made possible by the Teiger Foundation.

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KCRW 89.9 FM is the official radio sponsor. *Los Angeles* magazine is the official print sponsor. Special thanks to American Apparel.



## **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 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's newest collection, the Hammer Contemporary Collection, is highlighted by works by artists such as Lari Pittman, Kara Walker, Ed Ruscha, Barbara Kruger, Mark Bradford, Richard Hawkins, Lynn Foulkes, among many others.

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](http://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 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.