

MAKE IN L.A. 2014

HAMMER

WELCOME TO THE HAMMER

Here at the Hammer, we believe in the power of ideas, art, and artists to help us look at, think about, and connect with the world around us.

Artists use sketchbooks, phones, and pads of all kinds to collect their ideas, thoughts, and drawings. Some artists carry these everywhere to make sure they always have a place to experiment and record their experiences. Why? Because inspiration can come from anywhere. At any time.

This sketchbook is yours to use as you walk throughout the museum—use it to explore the objects and artists on view, make your own observations and sketches, and look at art and the world around you in a whole new way.

You can start anywhere in the museum, and you can start anywhere in this sketchbook. Go forth!



BEACH

FREEWAYS

LOS ANGELES

The city of sunshine, traffic, Hollywood, and above all, a dynamic and bustling art scene packed with artists working with every theme, subject, and medium you can imagine. In *Made in L.A. 2014*, you will explore the vibrant work of 35 artists and artist ~~collectives~~ who call Los Angeles home. We like to think of it as a giant celebration of the radical work that's happening right here, right now.



COLLECTIVE:

A group of artists
working together

What comes to mind when you think of Los Angeles? Let's start with a quick brainstorm about the city of angels.

Fill in the bubbles below with whatever comes to mind...places, images, people, feelings, movies, weather, food... We added a few to help you get started:



ART

WHAT IS ABSTRACT ART ALL ABOUT?

When looking at art, many people ask themselves, “What is this about?” But it’s not always easy to answer.

Abstract art is artwork that doesn’t clearly depict anything from reality. Sometimes abstract art can be created with a mix of shapes, lines, and colors. Sometimes abstract art is more about the artist’s process of making a piece or the viewer’s reaction to it. “What is this about?” takes more time to answer.

DISCOVER

Now, find a work that is abstract.

What is the first thing it makes you think of?

How does the work make you feel?

What area of the work is your eye drawn to first?

Now, what do you think this work is about?

MAKE

Choose something meaningful to you. Draw what it looks like in real life, and then make it abstract using only shapes and lines.

REAL LIFE

ABSTRACT
(SHAPES & LINES ONLY!)



ODE TO COLOR

Can you imagine the world in just black and white? How would we know the sky is blue or that a banana is going bad? Because color is such a big part of life, each color can convey a variety of universal meanings or personal associations.

DISCOVER

Find an artwork with a color that stands out.

Describe the color with one adjective: _____

What is the first verb that comes to mind? _____

What would that color smell like? _____

Whom in your life does the color make you recall? _____

MAKE

Thinking of color in a new way? Try using some of your responses below to write an ode to color.

ODE:

A poem of praise about something you think is uber amazing

ODE TO COLOR

YOU _____
verb

YOU'RE _____
adjective

YOU _____
verb

AS A _____
related noun

OH, COLOR!

#FAMILY

Whether you're born into it or you create it, family is what you make of it.
The definition of family is completely different for each person.

Your parents?
Your friends?
Your band?
Your pets?
Your team?

NAME SOMEONE YOU CONSIDER TO BE PART OF YOUR FAMILY.

WHAT FEELINGS DO YOU ASSOCIATE WITH THIS PERSON?

DISCOVER

Find something in the galleries that explores or conveys similar feelings. What did the artist do to convey this feeling?
What is the artwork about?

MAKE

Take a picture of someone you care about. What do you want people to know about this person by looking at your photograph?

Think about how you want to portray him or her. Play with perspective and composition: get up close or walk far away, snap a shot of just the top of their head or their whole body...maybe their shoe or fingernail?

If you're on Instagram, tag it #MILA2014 and #family to add it to our Hammer family album.

NORMAL STUFF THAT LOOKS WEIRD

What kind of stuff can art be made from? If you ask a contemporary artist: anything. As you walk around, you might see art made from familiar materials like you would normally expect, like paint, paper, and ink. But some artists experiment with traditional materials and invent new ways to use them.

By using materials in new ways, artists reimagine the world around us, helping us to look at things from a new perspective.

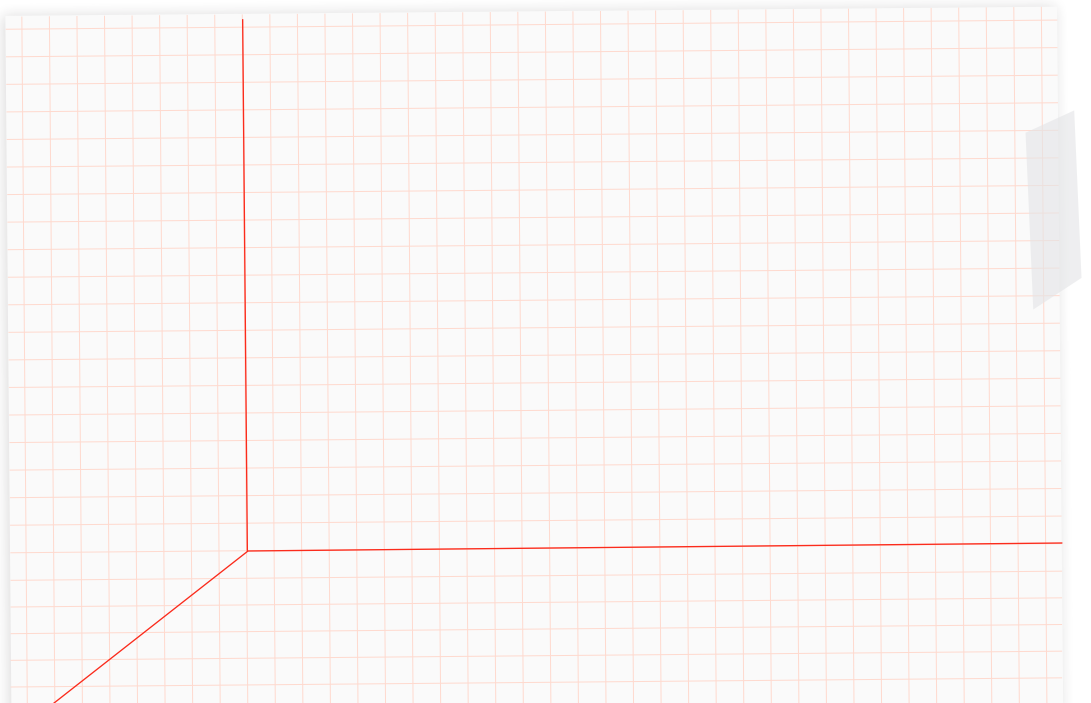
DISCOVER

Look at a few artworks in the galleries. What materials did you see? Find a traditional material used in a way that surprised you. What did the artist do to reinvent the material? Now, think of the most unexpected material possible, one that you haven't seen in a museum.

Chocolate fondue?
Energy drinks?
Homemade tasers?

MAKE

What unexpected material would you use? _____
Turn it into a work of art and sketch it in the gallery below:



3, 2, 1... ACTIVATE!

When you visit a museum, you might expect to see paintings or sculptures, but what about performance? Performance art is anything that is acted out or performed for an audience. Sometimes it's a dance or skit, and sometimes it's rehearsed or improvised.

Check the museum's schedule to see if there's a performance happening during your visit. You might get lucky!

DISCOVER

Find a space in the museum that can be used for a performance. What kind of performance do you imagine in this space?

MAKE

Let's activate the space by turning something in our everyday lives into a performance. Think of a boring, everyday task like brushing teeth, checking email, ordering coffee...

What physical actions do you make when completing the task? How can you turn these movements into performance art?

Direct it! Fill out the form below to help you produce your performance:

Who'll be in your performance?

Describe lighting, props, etc.

PERFORMER:

COSTUMES NEEDED:

SOUNDTRACK or SOUNDS:

SET:

NOTES:

ART ABOUT BIG IMPORTANT THINGS

Many artists are interested in what's going on in the world around us—in the news, in education, in politics, or to the environment. They create art as a way to communicate messages or explore issues.

DISCOVER


Find an artwork relevant to society today.

What topic is the artwork exploring?

What do you think the artist is saying about this subject?

What material is the work made from?

How does its material affect its subject or message?



Environment,
gender, politics,
education, etc.

MAKE

Now, think about something important to you. What is your view of the issue? End world hunger? Is the climate changing?

What kind of artwork would you create to spread your message?

What material would your work be made from?

Sketch or write about your idea below:



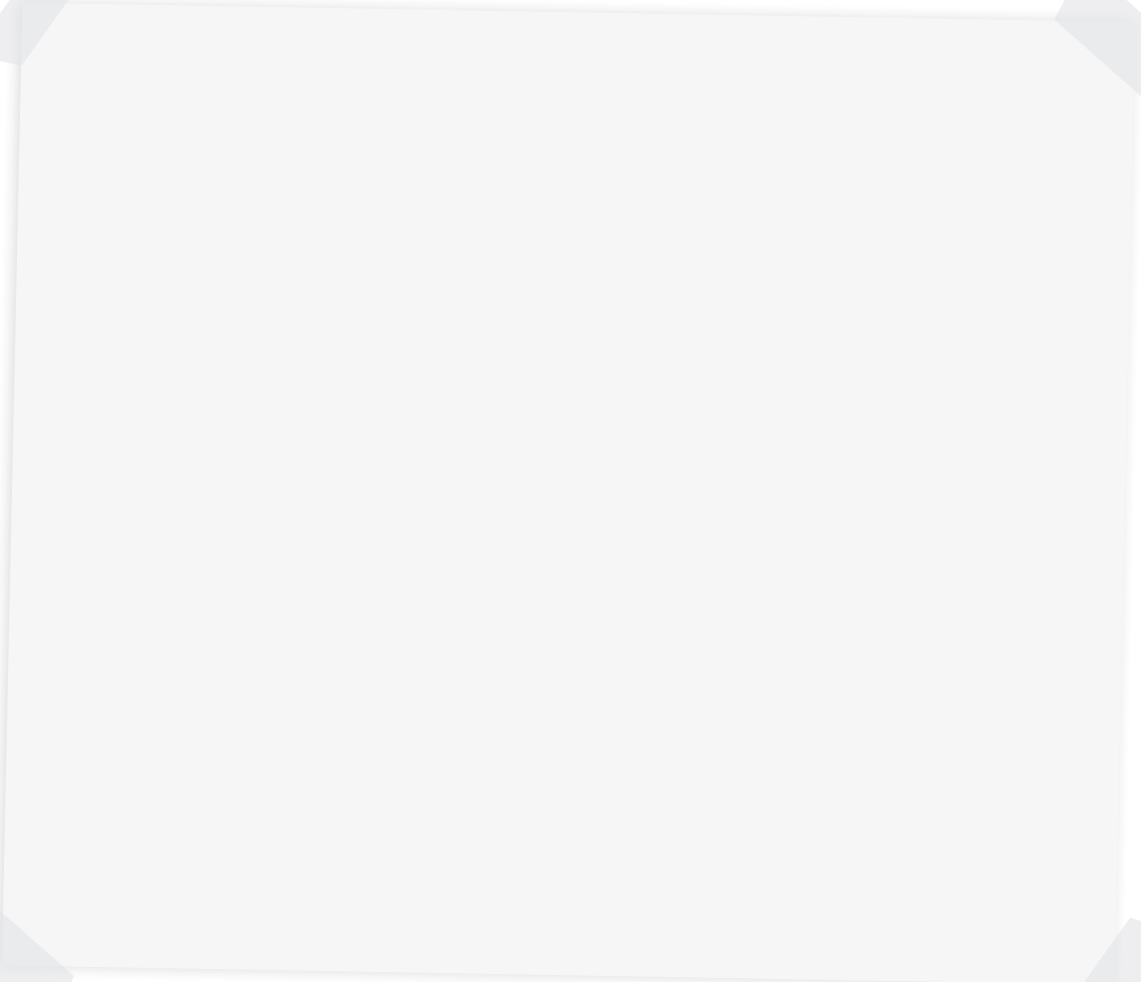
YOU IN L.A.

As an artist in our Hammer collective, it's now your turn to make art in L.A.

After looking at all the artwork made in L.A., what work of art would you want to contribute?

Dedicate the space below to your idea...you can create a drawing, write an ode, or anything else you can think of.

Stop by the map of L.A. next to the Museum Store and add your voice to the artistic community of Los Angeles!



Interested in exploring *Made in L.A. 2014* with your family? Join us at **Close Encounters**, a Hammer Kids series in which artists encourage families to look closely at art, experiment, and create together.

PAPER COSTUMES & CHOREOGRAPHY

Sunday, June 22, 11AM–1PM

Join **Jmy James Kidd** and dancer **Nick Duran** of James Kidd Studio to create wearable art and original choreography inspired by artworks on view in our galleries.

ART FOR YOUR REVOLUTION

Sunday, July 6, 11AM–1PM

In this workshop on Independence Day weekend, families view the revolutionary work of **Jennifer Moon**, and then follow the artist down a revolutionary path with artful badges and flags.

LOS ANGELES MUSEUM OF KIDS' ART

Sunday, August 3, 11AM–1PM

Alice Könitz created a one-room museum to display her friends' art and share it with others. She calls it Los Angeles Museum of Art. In this workshop, Könitz leads families in building tiny museums inspired by art on view in the galleries and by their imaginations.

Learn more about other Hammer Kids programs at hammer.ucla.edu.

Made in L.A. 2014 is organized by Hammer chief curator **Connie Butler** and independent curator **Michael Ned Holte**, with curatorial associate **Emily Gonzalez**.

Made in L.A. 2014 is presented by

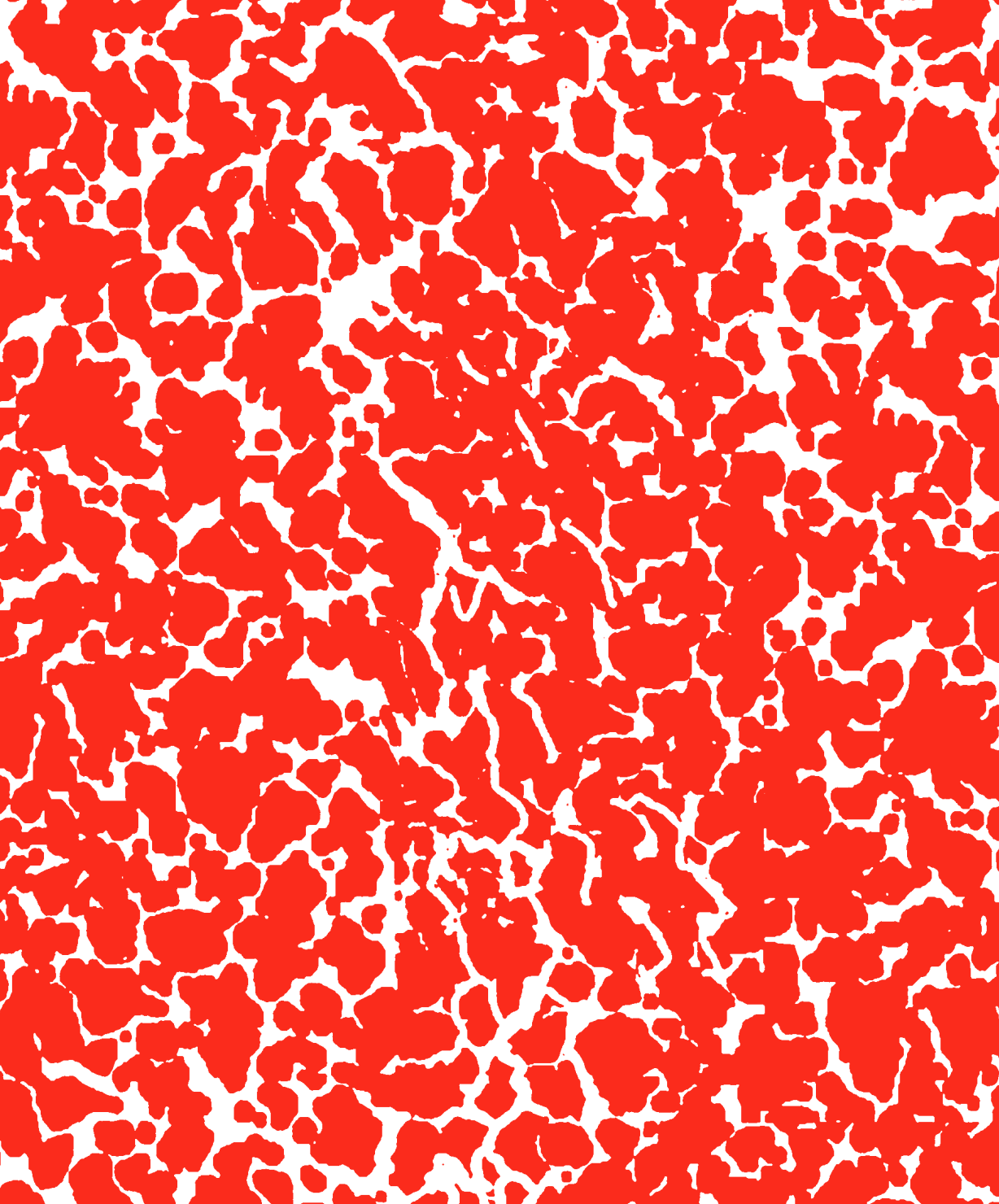


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ALL HAMMER EXHIBITIONS AND PUBLIC PROGRAMS ARE FREE AND OPEN TO THE PUBLIC. Entry on a first come, first served basis. Members enjoy priority seating, subject to availability. Parking is available under the museum for a flat fee of \$3 after 6PM.

