



INDIANAPOLIS MUSEUM OF ART
VIRGINIA B. FAIRBANKS ART & NATURE PARK
OLDFIELDS – LILLY HOUSE & GARDENS

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IMA COMMISSIONS JULIANNE SWARTZ FOR EFROYMSON PAVILION INSTALLATION SERIES

Site-Specific Work in Museum's Entrance Pavilion Will Premiere in 2008

December 20, 2007—The Indianapolis Museum of Art announced today that it has commissioned new work by artist **Julianne Swartz** for its ongoing series of site-specific installations for the Museum's principal entry pavilion. Premiering on February 6, 2008, Swartz's piece, *Terrain*, will welcome visitors within a physical and aural landscape as they enter the Efroymsen Family Pavilion.

Swartz's piece *Terrain* will feature a colorful web of 12 channels of sound. Utilizing hundreds of speakers to emit hushed whispers, the piece will emanate sounds reminiscent of blowing leaves or a gentle wind. Swartz asked multiple subjects to think of someone that he or she felt tenderness for, and to say what he or she would whisper in that person's ear. Swartz has woven these comments so that visitors will hear abstract, yet discernable moments of conversation, but will not be able to follow each comment in its entirety.

The installations in the Efroymsen Pavilion add a dramatic new dimension to the incorporation of contemporary art into an encyclopedic museum. The artworks engage visitors within their first moments inside the museum, advancing the IMA's goal to foster a more spontaneous and fluid visitor experience. The Efroymsen Pavilion installations were launched in February 2007 thanks to a \$2.5 million grant from the Indianapolis-based Efroymsen Fund. The works are installed on a rotating basis with a new commission from a different artist approximately every six months. New York-based artist Tony Feher inaugurated the program in March 2007 with *A Single Act of Carelessness Will Result in the Eternal Loss of Beauty*, the largest piece of his career.

"We are delighted to provide this unique opportunity for the public to see multiple artists responding to the same distinctive space," said Maxwell L. Anderson, the Melvin & Bren Simon Director and CEO of the IMA. "Guests pass through the Efroymsen Pavilion at least twice per visit, and the installation series offers them the chance to connect with a vibrant, new work every six months."

The IMA's growing contemporary art program also includes projects such as the creation of the Virginia B. Fairbanks Art & Nature Park, an expansive 100-acre contemporary art park featuring site-specific installations from both emerging and veteran artists, which will be one of the largest urban sculpture parks in the United States when it opens in 2009.

The Efroymsen Fund, established by the Indianapolis-based Efroymsen family, has been a longstanding supporter of the IMA, giving a total of \$7.5 million in the past five years alone. A \$5 million gift from the Efroymsen Fund supported the construction of the Efroymsen Family Entrance Pavilion, which opened in 2005 as part of a \$74 million overall Museum expansion which created new galleries and significantly increased the available space for displaying the Museum's collection. The Efroymsen Pavilion installations are organized by Lisa Freiman, the IMA's curator of contemporary art.

About Julianne Swartz

Julianne Swartz is known for her sculptural installations that subvert traditional social conceptions of space. Her work activates transitional spaces rendered invisible by their function, thereby entangling the viewer physically and perceptually. In April 2007, Swartz premiered her second solo show at Josée Bienvenu gallery, which featured a new body of work using sound and movement to articulate an architecture of frailty. Her sculptures often embody metaphors for tender communication, the fragility of the body, and the vulnerability and potency of the human heart.

Swartz received her MFA from Bard College and currently lives and works in Kingston, NY. Her work has been widely exhibited throughout the United States and Europe. Her invasion of the sixth floor museum staircase for the 2004 Whitney Biennial was awarded “Best Sound Sculpture,” “Site Specific Installation,” and “Most Promising Emerging Artist.”

Talk and Opening Reception

Julianne Swartz will give a talk at 6:30 p.m. on February 6, 2008, in DeBoest Lecture Hall at the IMA. Before her talk, members of the public may attend an opening reception to celebrate her new work. The reception begins at 5:30 p.m. in the Efroymsen Entrance Pavilion. The talk and reception are supported in part by the IMA Contemporary Art Society.

About the IMA Contemporary Program

The IMA has been building a robust contemporary art program, one that is evolving as a model for encyclopedic museums as they engage the art of our time. This dynamic vision for contemporary programming will be further advanced with the Efroymsen Pavilion installations.

The Museum’s commitment to contemporary art has lent a renewed focus to building a vibrant collection, through the gift and acquisition of works by both established and emerging contemporary artists. The Museum also has coordinated groundbreaking and innovative new exhibitions including *Amy Cutler*, the first museum exhibition for the renowned artist (March-June 2006); *Everything Is Separated by Water*, the first full-scale survey of the work of Afro-Cuban artist María Magdalena Campos-Pons; and Ingrid Calame’s *Traces of the Indianapolis Motor Speedway* (November 2, 2007 – March 16, 2008)—all of which explore issues of identity and culture that are central to our lives.

In addition, the IMA is continuing its development of the Fairbanks Art & Nature Park, a contemporary art park of unprecedented size and scope which will be created on 100 acres of undeveloped woodland adjacent to the Museum. The Art & Nature Park, which was designed to enable an ongoing dialogue about the intersection of art and nature, will feature site-specific commissions from artists at all stages of their careers.

About the Efroymsen Fund

The Efroymsen Family established the Efroymsen Fund through the Central Indiana Community Foundation (CICF) to continue its tradition of philanthropic giving to causes in the central Indiana area. The fund, which contributed the \$5 million gift to the IMA that supported the construction of the Pavilion in 2002, was established to benefit several areas of interest including the arts, historic preservation, the environment, and projects for the welfare of the Jewish people. It also has provided fellowships to support the work of emerging and established contemporary artists in Indiana.

Jeremy Efroymsen, an Efroymsen Fund advisor, said, “Our family recognizes that the individual artist is key to unleashing the creative possibilities in our city, and more than support for

buildings and collection is essential. To ensure that art is an integral part of central Indiana, now and in the future, we must value and support those individuals who create art—we must invest in our creative capital.”

About the IMA

Encompassing 152 acres of gardens and grounds, the IMA connects visitors to its unique and expansive view of art with its Indianapolis Museum of Art, the future Virginia B. Fairbanks Art & Nature Park and Oldfields—Lilly House & Gardens. The Indianapolis Museum of Art is among the largest general art museums in the United States and features significant collections of African, American, Asian, European, contemporary and decorative art, including paintings, sculpture, prints, drawings and photographs, textiles and costumes.

IMA has recently completed a \$74 million expansion project that features three new wings, 50 percent more gallery space, expanded educational spaces, two new restaurants by Wolfgang Puck Catering and an enhanced gift store. The construction added 164,000 square feet to the Museum and includes renovation of 90,000 square feet of existing space, making the Indianapolis Museum of Art the fifth largest art museum building in the U.S.

For more information, call 317.923.1331 or visit www.imamuseum.org.

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Note: Images available upon request.

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