

For immediate release: December 18, 2009

Indianapolis Museum of Art Commissions Heather Rowe for Efroymson Pavilion Installation Series

INDIANAPOLIS, IN, December 18, 2009—The Indianapolis Museum of Art today announced that New York-based artist Heather Rowe will create the next site-specific installation in its Efroymson Family Entrance Pavilion series. Rowe's newly commissioned sculpture, which will incorporate found objects sourced by architectural remnant shops in Indianapolis, will be on view in the IMA's main entrance pavilion from February 19 to August 1, 2010.

Rowe will create a new installation that responds directly to the distinctive configuration of the Efroymson Family Entrance Pavilion space. Her sculpture will employ basic architectural materials such as wood, sheetrock and metal to create a multifaceted structure that takes the form of a succession of cascading frames, suggesting an unfolding screen or a series of freestanding walls. Found interior furnishings such as chairs, mirror frames, fireplace mantles and wallpaper, many of which will be scavenged from architectural remnant shops around Indianapolis, will be incorporated into this structure. Taking Robert Altman's 1977 film *Three Women* as a starting point, Rowe will use color schemes and other filmic details to evoke the sense of three different "characters" within her composition.

"Heather Rowe's sculptural installations combine an incredibly sophisticated sense of structure and form with a fascinating psychological charge, exploring how architectural space can manifest a sense of subjectivity," says Allison Unruh, assistant curator of contemporary art. "The portions of furnishings that she embeds in her structures hint at possible narratives, while also implicating the viewer by capturing their shifting reflections in shards of mirror. I am always impressed by how richly layered her work is, and how it rewards sustained and repeated viewing because it transforms so dramatically as one moves around and views it from different perspectives."

Over the past 10 years, Rowe has developed a unique sculptural practice in which she employs architectural fragments to create complex abstract compositions that engage the space around them in surprising and often poetic ways. Rowe assembles what appear to be slivers of rooms, often suggesting a three-dimensional series of frames that can mimic a filmic sequence, offering rich narrative allusions. The interstitial openings in her wall-like forms are filled with domestic furnishings that create a dynamic play between "inside" and "outside" surfaces. Shards of mirrors are inserted throughout the work, complicating the work's arrangement within the rotunda. Recalling Gordon Matta-Clark's influential "building cuts" of the 1970s, Rowe's works deconstruct notions of interiority and provoke viewers to move about and engage in the complex space the sculptures create.

Heather Rowe states, "This work will attempt to raise questions of whether what defines us as individuals is a fixed condition, or really something that is quite tenuous and fragile with the possibility of a sudden and complete shift. In the details of this work I will be creating different 'personalities' through decorative furnishings, wallpaper, color choices and planted elements. It will explore the choices which might make a space an expression of someone's personality. The absence of the figure will be carved out of the space by strategically placed mirror slices—activated by viewers entering IMA's pavilion, their reflections caught between and within the meandering structure."

Heather Rowe will present an artist talk and introduce a film related to her work in the Tobias Theater on Friday, April 16, 2010, at 6:30 p.m. The talk is free, but tickets are required. Visitors may reserve tickets at www.imamuseum.org, by calling 317-955-2339, or at the door.

Rowe's sculpture is part of the Efroymsen Family Entrance Pavilion installation series launched in February 2007 and made possible by 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. Rowe's work will be followed by a site-specific installation by Los Angeles-based design team Ball-Nogues Studio in fall 2010. Led by architects Benjamin Ball and Gaston Nogues, the studio works collaboratively to form large-scale, temporary installations using custom-designed software, automated cutting techniques and hands-on research and assembly.

About Heather Rowe

Heather Rowe (b. 1970, New Haven, Connecticut) lives and works in Brooklyn, New York. She received her MFA in 2001 from Columbia University, School of the Arts, New York, and her BFA in 1993 from Massachusetts College of Art, Boston. Rowe has been featured in the 2008 Whitney Biennial, and a number of solo exhibitions at D'Amelio Terras Gallery in New York and Galerie Michael Zink in Munich. Among the group exhibitions that have included her works are *A House is Not a Home*, La Calmeleterie in Nazelles-Négron, France, 2008; *Without Walls*, Museum 52, New York, 2008; *Only Connect*, Art in General, New York, 2008; *Undone*, Whitney Museum of American Art at Altria, New York, 2007; and *Open Walls #2*, White Columns, New York, 2006.

In 2009, Rowe was commissioned to create a site-specific installation at the University of Michigan Museum of Art in Ann Arbor, and one of her works is currently featured in the group show *Between Spaces* at P.S.1 Contemporary Art Center in New York. Rowe has been awarded residencies from Sculpture Space, Utica, New York, in 2006 and Smack Mellon Studio Program, Brooklyn, New York, in 2001, and was awarded the Hayward Prize of the Salzburg Stiftung, American Austrian Foundation in 2001. In 2009, she served as an Adjunct Professor at Rhode Island School of Design, and in 2008 was a visiting critic at Yale School of Art, Brandeis University and Cooper Union. Rowe's work has been featured in a new publication from Phaidon Press titled *Vitamin 3-D: New Perspectives in Sculpture and Installation*.

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.

Contemporary Art at the IMA

The IMA's robust contemporary art program is evolving as a model for encyclopedic museums as they engage the art of our time. With a renewed focus on its contemporary collection, the IMA has been actively seeking out the works of new and emerging artists through both gift and acquisition, and in addition organizing major traveling exhibitions and commissioning site-specific installations.

Heather Rowe's new commission will be one of several contemporary art exhibitions and installations premiering at the IMA in spring 2010, culminating in the grand opening of 100 Acres: The Virginia B. Fairbanks Art & Nature Park on June 20, 2010. 100 Acres will be one of the largest contemporary art parks in the United States and will open with eight newly commissioned inaugural works by international artists. Other exhibitions of contemporary art at the IMA this spring will include:

- *Joshua Mosley: American International* (March 12–August 29, 2010) will bring together two video and sculpture installations by Philadelphia-based artist Joshua Mosley, including the premiere of his first work since *dread* (2007), which was presented at the 2007 Venice Biennale.
- *Tara Donovan: Untitled* (April 4–August 1, 2010), which will be the first major museum exhibition to present together sculptures and drawings by contemporary American artist

- Tara Donovan. Donovan dramatically transforms everyday materials—such as pencils, Elmer’s glue and electrical cable—into sublime abstract environments.
- *Body Unbound: Contemporary Couture from the IMA’s Collection* (April 17, 2010–January 30, 2011) will examine the many ways designers have manipulated, transformed and liberated the female form since 1960. The exhibition will feature iconic pieces of contemporary fashion, many recently added to the IMA’s growing collection of Fashion & Textile Arts.
 - *Jeppe Hein* (May 7–September 5, 2010), will be a multi-part exhibition of Copenhagen-based artist Jeppe Hein, consisting of a 4,000-square-foot installation in the IMA’s Forefront Galleries that will feature Hein’s site-specific work *Distance*, and a new outdoor experiential artwork on the museum grounds, titled *Bench Around the Lake*, for the inaugural installations in 100 Acres, opening on June 20, 2010.

About the Indianapolis Museum of Art

Encompassing 152 acres of gardens and grounds, the Indianapolis Museum of Art is among the 10 largest encyclopedic art museums in the United States, and features significant collections of African, American, Asian, European and contemporary art, as well as a newly established collection of design arts. The IMA offers visitors an expansive view of arts and culture through its collection of more than 54,000 works of art that span 5,000 years of history from across the world’s continents. The collections include paintings, sculpture, furniture and design objects, prints, drawings and photographs, as well as textiles and costumes.

Recognizing the inherent connections between art, design and nature, the IMA offers visitors experiences at the Museum, in 100 Acres: The Virginia B. Fairbanks Art & Nature Park, which will be one of the largest contemporary art parks in the United States when it opens in June 2010, and at Oldfields–Lilly House & Gardens, an historic Country Place Era estate on the IMA’s grounds.

The IMA completed a \$74 million expansion project in May 2005. The construction added 164,000 square feet to the Museum and includes renovation of 90,000 square feet of existing space. In order to present major exhibitions of its own and to accommodate major traveling exhibitions, the expanded Museum was outfitted with new 10,000-plus-square-foot Clowes Special Exhibition Gallery on the Museum’s first level. In November 2008, the IMA opened the renovated 600-seat Tobias Theater. Nicknamed, “The Toby,” the theater is a venue for talks, performances and films.

Located at 4000 Michigan Road, the IMA and Lilly House are open Tuesday through Saturday, 11 a.m. to 5 p.m.; Thursday and Friday, 11 a.m. to 9 p.m.; and Sunday, noon to 5 p.m. The IMA is closed Mondays and Thanksgiving, Christmas and New Year’s days. For more information, call 317-923-1331 or visit www.imamuseum.org.

###

Media Contacts:

Katie Zarich / Laura Pinegar
IMA
317-920-2650/317-923-1331 x 239
[kzarich/](mailto:kzarich@imamuseum.org) lpinegar@imamuseum.org

Ilana B. Simon / Molly Kurzius
Resnicow Schroeder Associates
212-671-5176 / 212-671-5163
[isimon /](mailto:isimon@resnicowschroeder.com) mkurzius@resnicowschroeder.com