

## Curatorism How Curating Took Over The Art World And Everything Else

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Now that we 'curate' even lunch, what happens to the role of the connoisseur in contemporary culture?

"Now that we 'curate' even lunch, what happens to the role of the connoisseur in contemporary culture? 'Curate' is now a buzzword applied to everything from music festivals to artisanal cheese. Inside the art world, the curator reigns supreme, acting as the face of high-profile group shows and biennials in a way that can eclipse and assimilate the contributions of individual artists. At the same time, curatorial studies programs continue to grow in popularity, and businesses are increasingly adopting curation as a means of adding value to content and courting demographics. Everyone, it seems, is a now a curator. But what is a curator, exactly? And what does the explosive popularity of curating say about our culture's relationship with taste, labour and the avant-garde? In this incisive and original study, critic David Balzer travels through art history and around the globe to explore the cult of curation – where it began, how it came to dominate museums and galleries, and how it was co-opted at the turn of the millennium as the dominant mode of organizing and giving value to content. At the centre of the book is a paradox: curatorism is institutionalized and expertise-driven like never before, yet the first independent curators were not formally trained, and any act of choosing has become 'curating.' Is the professional curator an oxymoron? Has curation reached a sort of endgame, where its widespread fetishization has led to its own demise? David Balzer has contributed to publications including the *Believer*, *Modern Painters*, *Artforum.com*, and *The Globe and Mail*, and is the author of *Contrivances*, a short-fiction collection. He is currently Associate Editor at *Canadian Art* magazine. Balzer was born in Winnipeg and currently resides in Toronto, where he makes a living as a critic, editor and teacher.

Hans Ulrich Obrist curated his first exhibit in his kitchen when he was twenty-three years old. Since then he has staged more than 250 shows internationally, many of them among the most influential exhibits of our age. Ways of Curating is a compendium of the insights Obrist has gained from his years of extraordinary work in the art world. It skips between centuries and continents, flitting from meetings with the artists who have inspired him (including Gerhard Richter, Louise Bourgeois, and Gilbert and George) to biographies of influential figures such as Diaghilev and Walter Hopps. It describes some of the greatest exhibitions in history, as well as some of the greatest exhibitions never realized. It traces the evolution of the collections from Athanasius Kircher's 17th-century Wunderkammer to modern museums, and points the way for projects yet to come. Hans Ulrich Obrist has rescued the word "curate" from wine stores and playlists to remind us of the power inherent in looking at art—and at the world—in a new way.

For better or worse, museums are changing from forbidding bastions of rare art into audience-friendly institutions that often specialize in "blockbuster" exhibitions designed to draw crowds. But in the midst of this sea change, one largely unanswered question stands out: "What makes a great exhibition?" Some of the world's leading curators and art historians try to answer this question here, as they examine the elements of a museum exhibition from every angle. What Makes a Great Exhibition? investigates the challenges facing American and European contemporary art in particular, exploring such issues as group exhibitions, video and craft, and the ways that architecture influences the nature of the exhibitions under its roof. The distinguished contributors address diverse topics, including Studio Museum in Harlem director Thelma Golden's examination of ethnically-focused exhibitions; and Robert Storr, director of the 2007 Venice Biennale and formerly of the Museum of Modern Art, on the meaning of "exhibition and "exhibitionmaker." A thought-provoking volume on the practice of curatorial work and the mission of modern museums, What Makes a Great Exhibition? will be indispensable reading for all art professionals and scholars working today.

'A terrific and important book . . . it's a great, fresh take on how the 21st century is transforming the way we select everything from food to music' David Bodanis, author of *E=MC2* In the past two years humanity has produced more data than the rest of human history combined. We carry a library of data in our pockets, accessible at any second. We have more information and more goods at our disposal than we know what to do with. There is no longer any competitive advantage in creating more information. Today, value lies in curation: selecting, finding and cutting down to show what really matters. Curation reveals how a little-used word from the world of museums became a crucial and at times controversial strategy for the twenty-first century. Today's most successful companies - Apple, Netflix, Amazon - have used curation to power their growth, by offering customers more tailored and appropriate choices. Curation answers the question of how we can live and prosper in an age of information overload. In the context of excess, it is not only a sound business strategy, but a way to make sense of the world.

Curation as a concept and a catchword in modern parlance has, over recent decades, become deeply ingrained in modern culture. The purpose of this study is to explore the curatorial forces at work within the modern opera house and to examine the functionaries and processes that guide them. In turn, comparisons are made with the workings of the traditional art museum, where artworks are studied, preserved, restored, displayed and contextualised – processes which are also present in the opera house. Curatorial roles in each institution are identified and described, and the role of the celebrity art curator is compared with that of the modern stage director, who has acquired previously undreamt-of licence to interrogate operatic works, overlaying them with new concepts and levels of meaning in order to reinvent and redefine the operatic repertoire for contemporary needs. A point of coalescence between the opera house and the art museum is identified, with the transformation, towards the end of the nineteenth century, of the opera house into the operatic museum. Curatorial practices in the opera house are examined, and further commonalities and synergies in the way that 'works' are defined in each institution are explored. This study also considers the so-called 'birth' of opera around the start of the seventeenth century, with reference to the near-contemporary rise of the modern art museum, outlining operatic practice and performance history over the last 400 years in order to identify the curatorial practices that have historically been employed in the maintenance and development of the repertoire. This examination of the forces of curation within the modern opera house will highlight aspects of authenticity, authorial intent, preservation, restoration and historically informed performance practice.

"Thinking contemporary curating' is the first publication to comprehensively explore what is distinctive about contemporary curatorial thought. In five essays, art historian, critic, and theorist Terry Smith surveys the international landscape of current discourse; explores a number of exhibitions that show contemporaneity in present, recent, and post art; describes the enormous growth world-wide of exhibitionary infrastructure and the instability that haunts it; re-examines the phenomenon of artist-curators and curator-artists; and assesses a number of key tendencies in curating - such as the reimagined museum, the expanded exhibition, historicization and reuration, infrastructural activism, and engaged spectatorship - as responses to contemporary conditions." -- book cover.

Stop curating! And think what curating is all about. This book starts from this simple premise: thinking the activity of curating. To do that, it distinguishes between 'curating' and 'the curatorial'. If 'curating' is a gamut of professional practices for setting up exhibitions, then 'the curatorial' explores what takes place on the stage set up, both intentionally and unintentionally, by the curator. It therefore refers not to the staging of an event, but to the event of knowledge itself. In order to start thinking about curating, this book takes a new approach to the topic. Instead of relying on conventional art historical narratives (for example, identifying the moments when artistic and curatorial practices merged or when the global curator-author was first identified), this book puts forward a multiplicity of perspectives that go from the anecdotal to the theoretical and from the personal to the philosophical. These perspectives allow for a fresh reflection on curating, one in which, suddenly, curating becomes an activity that implicates us all (artists, curators, and viewers), not just as passive recipients, but as active members. As such, the Curatorial is a book without compromise: it asks us to think again, fight against sweeping art historical generalizations, the sedimentation of ideas and the draw of the sound bite. Curating will not stop, but at least with this book it can begin to allow itself to be challenged by some of the most complex and ethics-driven thought of our times.

This is a collection of stories about art works—whether an oil portrait, a wilderness explorer's sketchbook, or a Tiffany lamp—and how the author fell under their spell. Few people are aware of the work, the emotion, and the obsessions of a curator's job. Exhibitions come and go; they are forgotten after a few years, but they live on in the curator's memory. In these fifteen essays we encounter artists falling in and out of love, family tragedies, the creation of the Stanley Cup, the secrets of Tiffany, Antiques Roadshow, a rootless baroness, the design craze for aluminum, small Japanese boxes called kogos, watercolor sketchbooks of the Canadian north, a beautiful prayer room in Montreal, gondolas flying through windows in Venice, and Moscovites who love Goldfinger. Archival black and white photographs and colour plates—including Edwin Holgate's Ludivine, one of the most beloved and recognizable Canadian portraits ever painted—make this book a must-have for art lovers, students, academics, museum-goers, and readers interested in the role art plays in the creation of our lives.

The former director of the famed New York museum recounts his activities at the art world's pinnacle, from wooing important patrons to battling for acquisitions.

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