

FELIX GONZALEZ-TORRES “UNTITLED”, 1995

Andrea Rosen Gallery

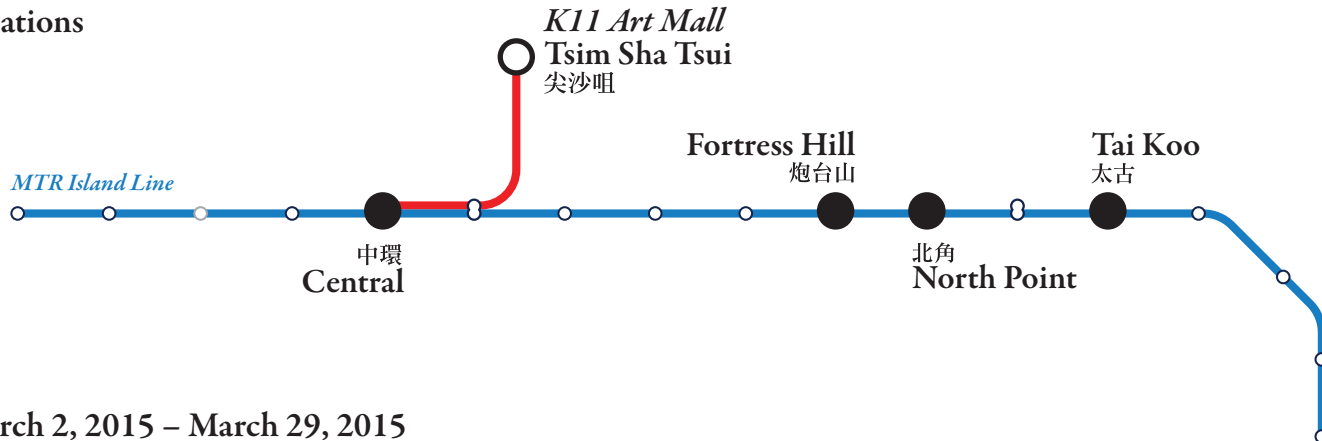
K11 ART
FOUNDATION



Felix Gonzalez-Torres Billboard Project
Artpace Foundation, San Antonio, TX
Jan. – Dec. 2010. Cur. Matthew Drutt. Catalogue.

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Courtesy of Andrea Rosen Gallery, New York

Locations



March 2, 2015 – March 29, 2015

On the occasion of Art Basel Hong Kong, K11 Art Foundation in partnership with Andrea Rosen Gallery will present an iconic Felix Gonzalez-Torres billboard work “Untitled”, 1995. The work will be exhibited at K11 Art Mall, in tram shelters and transportation hubs throughout the city, and at the gallery’s booth at Art Basel Hong Kong. Gonzalez-Torres’s work has been exhibited in dozens of one-person museum survey exhibitions and is in the permanent collections of over 40 institutions worldwide. This presentation marks a historically significant moment as it is the first time Gonzalez-Torres’s work is being shown in Hong Kong and only the second time in China. By placing the billboard artwork enigmatically free of logos or advertising in a space used for commerce, the boundary between personal contemplation and public address becomes distinctly blurred. His work contemplates the position of the individual in society and challenges the idea of a practiced, shared history. Changes in technology and recent political debates around privacy have given these ideas a new potency. The outdoor locations chosen for the billboard works are purposefully diverse in their demographics and publics. While they are seen by countless viewers, encountering a Gonzalez-Torres billboard is a deeply a personal experience. For this reason, the work powerfully resonates with a central concern in Gonzalez-Torres’s work: the importance of individual subjectivity within the mass.

On view at tram shelters: 2 - 29 March, 2015. On view at K11 Art Mall: 9 - 17 March, 2015.

For more information visit www.andrearosengallery.com