

# PROJECT 23

## John Baldessari

### 2011

*Your Name in Lights*

8 – 30 January 2011

Australian Museum façade, Sydney

#### BIOGRAPHY

Dubbed 'one of the most important artists of our time', John Baldessari was awarded the Golden Lion for lifetime achievement at the Venice Biennale in 2009. His defiance of traditional classification and use of mixed media-imagery have had a profound impact on the way that contemporary art is created. Over the course of five decades, Baldessari has used a variety of mediums from photo and text to collage and installation.

#### FACTS

- *Your Name in Lights* by John Baldessari was presented as part of Sydney Festival in 2011 and came alive through public involvement.
- Kaldor Public Art Projects invited the public to register to be one of the 100,000 names illuminated on the side of the Australian Museum.
- This ambitious work drew from the imagery of Broadway theatre displays and Hollywood film to give a glittering moment of fame.
- The work echoed Andy Warhol's prediction that in the future everyone will have their 15 minutes of fame.
- The artwork shone for 24 hours a day and each name appeared in lights for 15 seconds.

# PROJECT 23

## John Baldessari

### 2011

#### PROJECT OVERVIEW

John Baldessari was a central figure in the conceptual art movement of the 1960s and is widely regarded as one of the most influential artists of the last fifty years. Baldessari's new work for Project 23, *Your Name in Lights*, was presented in partnership with the 2011 Sydney Festival and was one of the most popular projects to date. Reflecting the changing cult of celebrity in modern society, this ambitious new work drew from the imagery of Broadway theatre displays and Hollywood film to give a glittering moment of fame to around 100,000 participants.

In the 1960s and 1970s, Baldessari experimented with games and actions, text paintings and photographs, to explore the language of visual culture and the relationship between image and text. In the 1970s, he began assembling images using storyboard formats and sequential frames and, in addition to his own photographs, drew from Hollywood archives of film stills, an instrumental action for the development of appropriation art.

The new work he created for the 23rd Kaldor Public Art Project, *Your Name in Lights*, continued to reveal the codes of media culture, drawing on ideas of fame in the modern world and the conflation of the roles of celebrity and artist. Baldessari gave everyone the opportunity for a sparkling but short-lived moment of fame. A supercharged variation of Andy Warhol's prediction that in the future everyone will have their 15 minutes, *Your Name in Lights* lasted for just 15 seconds.

Kaldor Public Art Project 23: John Baldessari, *Your Name in Lights*, Australian Museum façade, Sydney, 8 - 30 January, 2011

Photo: Paul Green



Kaldor Public Art Project 23: John Baldessari, *Your Name in Lights*, Australian Museum façade, Sydney, 8 - 30 January, 2011

Photo: Paul Green

