

Musée d'Art Moderne de la Ville de Paris / ARC

Haute culture : General Idea *A retrospective, 1969 - 1994*

11 February - 30 April 2011

Press preview Thursday 10 February 11 am - 2 pm

The first retrospective devoted to the Canadian collective General Idea, "High Culture: General Idea" uses a selection of some three hundred works to provide a dynamically comprehensive overview of the œuvre – an œuvre still haunted by Miss General Idea, a fictive character who was at once muse and object, image and concept.

Founded in Toronto in 1969 by Felix Partz, Jorge Zontal, – both dead in 1994 – and AA Bronson, the trio adopted a generic identity that "freed it from the tyranny of individual genius". Their complex intermingling of reality and fiction took the form of a scathing, transgressive and often parodic take on art and society.

Treating the image as a virus infiltrating every aspect of the real world, General Idea set out to colonise it, modify its content and so come up with an alternative version of reality.

This non-chronological presentation covers the collective's main areas of concern. Themes such as the artist and the creative process, glamour as a creative tool, art's links with the media and mass culture, architecture and archaeology are addressed. Sexuality as the symbol of a social system to be subverted, and AIDS, as explored in the iconic, tentacular project of that name, are also considered.

Paintings, installations, sculptures, photographs, videos, magazines and a TV programme: this exhibition goes to the heart of an authentically multimedia œuvre that has lost nothing of its freshness and can now be seen as anticipating certain aspects of a current art scene undergoing radical transformation.



P is for Poodle, 1983
Courtesy the estate of General Idea

Director

Fabrice Hergott

Exhibition curators

Frédéric Bonnet and Odile Burluroux

Practical information

Musée d'Art moderne de la Ville de Paris
11 Avenue du Président Wilson
75116 Paris
Tel. 01 53 67 40 00
www.mam.paris.fr

Open Tuesday to Sunday, 10 am - 6 pm
Late closing Thursday, 10 pm

Educational activities

Information and bookings
Tel. 01 53 67 40 80

Full Rate : 7 €

Concession : 5 € (over 60, teachers, unemployed, families)

Half Price : 3,50 € (young people 14-26)

Under 14 : Free

Also at the museum...

Van Dongen, fauve, anarchiste et mondain
25 March - 17 July 2011

Marc Desgrandchamps
13 May - 4 September 2011

La scène artistique mexicaine contemporaine
31 May - 4 September 2011

Baselitz
30 September 2011 - 29 January 2012

Ryan Trecartin
7 October - 31 December 2011

Press officer

Marine Le Bris
Tel. 01 53 67 40 50
Email marine.lebris@paris.fr