

# 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 Burlaux

### 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](http://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

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