



Advanced Information Sheet

Title

Art of Exhibitions: 30 epoch-making shows of the 20th century

Author

Various , edited by Bernd Kluser

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Description

The public appeal of exhibition-going today holds an inordinate debt to the avant-garde art shows of the 20th century. The Art of Exhibitions provides an unrivalled analysis of those provocative, ambitious, daring and spectacular events that revolutionised the art of public display and helped define key art movements of the time.

The book contains 30 analytical essays by such internationally revered critics and curators as Dore Ashton, Germano Celant, Thomas Kellein and Thomas M Messer. All 30 have been selected for their firsthand knowledge of or involvement with the exhibitions they survey. Subjects covered include the First International Dada Fair 1920, The International exhibition of Surrealism, 1938 Peggy Guggenheim's Art of this Century, 1942; Lucio Fontana's Ambiente Nero, 1949 and Gilbert and George's Living sculpture, 1969-70. The essays are supported by many fascinating previously unpublished photographs of the artists and exhibitions.

Selling Points

30 critical essays on the seminal shows of the 20th century

Written by high-profile critics and curators who had direct involvement with the shows they cover

Contains many previously unpublished photographs of the events

A benchmark for curators today

Appeals to contemporary artists, curators and exhibition-goers alike

Marketing and PR

Launch and discussion planned at Tate Modern

General PR and marketing initiative being planned