

CONTENTS

List of Illustrations ix

Acknowledgements xi

Introduction 1

1 WHAT IS FASHIONABLE ART? 15

2 THE ARTIST AS IMPRESARIO, THE ARTIST AS BRAND: FROM BAUDELAIRE TO BARNEY 21

Pre-modernism 22

Dandies and the artist as the embodied work of art 25

The artist-hero 27

Artist as brand and go-between 28

The end of the critic, the rise of the agent-dealer 33

The artist as pure image: Matthew Barney 34

3 ‘LOOK AT ME I’M DIFFERENT!’: IDENTITY ART AND THE EXPECTATIONS OF RACE 39

Transorientalism 43

Basquiat: Martyr of the exotic 45

Global curating 47

4 EXOTICISM AT THE BRINK: CONTEMPORARY CHINESE AND ABORIGINAL ART 59

Aboriginal art and the dot 60

Contemporary Chinese art 66

5 LESS IS LESS: FORMLESSNESS 75

L'informe 77

Postmodern anti-aesthetics 78

The critical value of formlessness 81

6 COME FLY WITH ME: PARTICIPATORY ART, INTERACTIVITY AND AUDIENCE INVOLVEMENT 91

Relational aesthetics 93

Critiques of relational aesthetics 98

Broadening out participatory practices: Community 103

New community arts? 107

7 VIDEO ART AND VIDEOPHILIA 113

Activism and self: The 1970s and its fashion legacy 115

The language of video, the found image and appropriation:

The fashion legacy of the 1980s 120

Installation and alternative spatial experiences:

The 1990s and their fashion legacy 122

Video and the return of narrative 124

The postmedium condition: Aesthetics and participation 125

8 MINIMALISM: DONALD JUDD OR IKEA? 129

Classic Minimalism and its early critiques 132

From Minimalism to anti-aesthetics 136

Contemporary Minimalism as IKEA art 142

Contemporary Minimalism as experience design 144

Not so fashionable? Feminizing Minimalism, formlessness
and embodied immediacy 146

9 INSIDE-OUT: OUTSIDER ARTISTS GO INSIDE 149

The fraud of Outsider Art 151

True nature, but packaged 155

Say nothing, say everything 158

Conclusion: Fashionable Art 163

Bibliography 166

Index 174

LIST OF ILLUSTRATIONS

Figure 1	Andy Warhol.	2
Figure 2.1	Portrait of Franz Liszt playing the piano.	24
Figure 2.2	Incroyable et Merveilleuse, Horace Vernet, born 1789 – died 1863.	25
Figure 2.3	Damien Hirst, <i>For the Love of God</i> .	32
Figure 2.4	Kanye West and Matthew Barney attend the 'River of Fundament' world premiere at BAM Harvey Theater on 12 February 2014 in New York City.	35
Figure 3.1	<i>Undiscovered Genius of the Mississippi Delta</i> by Jean-Michel Basquiat is on display during a preview of Sotheby's contemporary art evening sale in New York, 2 May 2014.	46
Figure 3.2	Frank Gehry's Guggenheim Museum, Louise Bourgeois' <i>Maman</i> Iberdrola Tower and River Nervion at Bilbao, Spain.	51
Figure 3.3	Shirin Neshat, <i>NIDA</i> , 2012, Ink on LE silver gelatin print 60 × 45 inches (152.4 × 114.3 cm).	53
Figure 4.1	Turkey Tolson Tjupurrula, <i>Tingari Men at Mitakutjirri</i> , 2000, acrylic on linen.	63
Figure 4.2	Zhang Huan, <i>Skin</i> , 1997, Beijing, China.	69
Figure 4.3	Zhang Huan, <i>Pilgrimage, Wind and Water</i> , New York. <i>Skin</i> , 1997.	70

Figure 4.4	Zhang Huan, <i>To Raise the Water Level in a Fishpond</i> , Beijing, China, 1997.	70
Figure 5.1	Cindy Sherman, <i>Untitled</i> , 1987.	83
Figure 6.1	A general view of the Pringle of Scotland pop-up store: Liam Gillick on 1 December 2011 in Miami, Florida.	97
Figure 6.2	Xxxora attends the private view for Damien Hirst and Feliz Gonzalez-Torres' <i>Candy</i> at Blain Southern on 15 October 2013 in London, England.	98
Figure 6.3	Martha Rosler, <i>If You Lived Here ...</i> 1989.	105
Figure 6.4	Angelica Mesiti, <i>The Begin Again</i> (video still), 2011, four video works site-specifically projected and live performance.	108
Figure 6.5	Tom Nicholson, <i>After action for another library</i> (installation detail), 2004. Tom Nicholson Photograph: Christian Capurro.	111
Figure 7.1	Tracey Moffatt, <i>Love</i> (still), 2001.	121
Figure 7.2	Soda_Jerk, <i>The Time That Remains</i> , 2012, two-channel projection on screens back-lit with fluorescents.	122
Figure 7.3	AES+F, <i>The Feast of Trimalchio</i> (still). © AES+F/ARS.	124
Figure 8.1	Richard Serra, <i>Clara-Clara</i> , 2008.	131
Figure 8.2	Eva Hesse (1936–70) works on a sculpture composed of rubber-dipped string and rope in her studio, New York City, New York, 1969.	135
Figure 8.3	Clay Ketter, <i>Surface Habitat for Appliance</i> , 1997. Clay Ketter/Sonnabend Gallery, New York/Bildkonst Upphovsrätt i Sverige.	142
Figure 9.1	José dos Santos, Installation detail, 2014.	151
Figure 9.2	Georg Baselitz's exhibit at the Frac Picardie in Amiens, France, in February 2004.	152