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**THE ART GALLERY AT THE UNIVERSITY OF MARYLAND PRESENTS  
JOHN BALDESSARI: FOUR SHORT FILMS 1972-1973**

*Recently acquired films by The Art Gallery explore humor, wit, and drama through visual language*

COLLEGE PARK, Md.—From January 29-March 7, 2014, The Art Gallery at the University of Maryland (UMD) presents *John Baldessari: Four Short Films 1972-1973*. This is the first solo installation of Baldessari's work at the gallery. The archival purchase of these films for the permanent collection, and its presentation at The Art Gallery, documents an important moment in the artist's career where his interest in the moving image and sequenced narratives becomes more pronounced.

"The early-1970s was replete with amateur 'home video' activity due in large part to the relative availability and affordability of camera equipment," says exhibition curator Taras W. Matla. According to Mr. Matla, "Baldessari, among other artists of that era, were quick to seize upon the opportunity to utilize this technology but for very different reasons. On the one hand, it permitted him to artistically experiment with high-quality filmmaking components. On the other hand, since film from that period was by its very design soundless, it gave Baldessari an important platform to wordlessly underscore and exploit the raw potency of visual language itself."

The four films—*Easel Painting*, *Time-Temperature*, *The Hollywood Story*, and *Wine to Water to Wine*—were originally recorded on 16mm film (later transferred to Super 8mm cartridges for wider accessibility) and installed as a 11 x 14 in. single-channel looped wall projection, with the idea that it look like a moving photograph. In contrast, The Art Gallery's reimagined installation treats the films as four individual pieces, each one projected in a different section of the gallery. By doing so it allows gallery visitors to carefully examine the cinematic attributes of each film as a stand-alone piece and in a larger format.

An opening reception for *John Baldessari: Four Short Films 1972-1973* will be held on Wednesday, January 29<sup>th</sup>, from 5:00-7:00pm at The Art Gallery, 2202 Art-Sociology Bldg., College Park, MD 20742. For more information, please call 301.405.2763 or e-mail [theartgallery@umd.edu](mailto:theartgallery@umd.edu).

**ABOUT JOHN BALDESSARI**

John Baldessari was born in 1931 in National City, California. His work has been featured in numerous solo and group exhibitions worldwide, with projects that include artist books, videos, films, billboards, installations and public works. Baldessari studied at San Diego State College, UC Berkeley, UCLA, the Otis Art Institute, and the Chouinard Art Institute. He has also taught in the art departments at California Institute of the Arts (CalArts) and UCLA. Baldessari was awarded the Golden Lion for Lifetime Achievement at the Venice Biennale in 2009 and the forthcoming monograph *John Baldessari Catalogue Raisonné, Volume Two: 1975-1986* (Yale University Press) is scheduled to be released on January 28<sup>th</sup>, 2014. He lives and works in Santa Monica and Venice, California. For more information on the artist, please visit: [www.baldessari.org](http://www.baldessari.org).

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## **EXHIBITION SUPPORT**

*John Baldessari: Four Short Films 1972-1973* and its accompanying exhibition publication are organized by Taras W. Matla, Curator, The Art Gallery; forward by John Shipman, Director, The Art Gallery. The Art Gallery thanks John Baldessari, his studio staff, and Electronic Arts Intermix (EAI), New York, for their guidance during all aspects of the acquisition and exhibition planning process. Financial contributions provided by the Maryland State Arts Council with direct support from by the National Endowment for the Arts. Additional financial support from the University of Maryland provided by College of Arts and Humanities, The Graduate School, and Office of Student Financial Aid/Federal Work-Study Program (FWS). The gallery is also supported in part by other national, state, and local arts agencies, foundations, corporations, and private donors.

## **THE ART GALLERY**

Founded in 1955, The Art Gallery is University of Maryland's premier space for exhibiting cutting-edge visual and media arts. Through the display of significant and challenging contemporary art—with an emphasis on emerging and mid-career artists—The Art Gallery commits itself to the further cultivation of new, innovative, and education-minded scholarship. In order to share its works with a broad public, The Art Gallery also organizes thematic and collection-based exhibitions that travel to museums nationwide.

## **GENERAL INFORMATION**

The Art Gallery is located at University of Maryland, 2202 Art-Sociology Building, College Park, Maryland. Gallery hours: Monday through Friday, 11:00am to 4:00pm. The gallery is closed Saturday and Sunday, major holidays and on days that home sports events are held at Capital One Field at Byrd Stadium. Admission is free and open to the public. For general information, please call 301.405.2763 or visit the website at [www.artgallery.umd.edu](http://www.artgallery.umd.edu).