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TELEPHONE
212-924-7000

30 West 22nd Street 6th Fl.
New York, NY 10010

FACSIMILE
212-366-5836

www.vanalen.org

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Formulas for Now Hans Ulrich Obrist New York Prize Senior Fellow

*Interviews with New Yorkers including
Philip Johnson, Rem Koolhaas, Yoko Ono and Rirkrit Tiravanija*

Wednesday, June 18 – Friday, August 15

**START
WITH A
TWO BY FOUR,
MULTIPLIED
WITH AN
EIGHT INCH
I-BEAM,
DIVIDE BY
A SHEET OF
ONE QUARTER
INCH THICK
GLASS,
ADD
SOME LENGTHS
OF BAMBOO.**

Rirkrit Tiravanija, Untitled, 2008.
(*Formula for House in Chiang Mai*)

New York, NY – Van Alen Institute is pleased to announce the U.S. premiere of internationally renowned curator **Hans Ulrich Obrist's** *Formulas for Now*. Two new interviews with **Rem Koolhaas** and **Yoko Ono**, asking "What is your formula for the 21st century?," debut alongside a selection of unedited interviews with famed New York artists, architects, and cultural leaders **Marina Abramovic, A.A. Bronson, Paul Chan, Elizabeth Diller** and **Ricardo Scofidio, Philip Johnson** with **Rem Koolhaas, Taylor Mead, Jonas Mekas, Rirkrit Tiravanija, and Frederic Tuten**. The interviews will be on view June 18 until August 15.

As Van Alen Institute's inaugural New York Prize Senior Fellow, Obrist has revisited interviews conducted over the last fifteen years with quintessential New York figures who have played critical roles in shaping the cityscape, and he has initiated a new series of interviews.

"If activities such as these succeed in familiarizing audiences with the expansive, even absurd, thoughts occupying some of our greatest minds," Obrist says, "they have fulfilled their basic charge. It is my ultimate hope, however, that they inspire new forms of cultural dialogue and can perhaps even serve as a template for related ventures to come."

Inspired by an interview he conducted with Albert Hofmann, the inventor of LSD, in which Hofmann drew the equation for LSD on a scrap piece of paper, Obrist began in Spring 2006 to ask other artists, architects, cultural leaders, and scientists: What is your formula for now?

To mark the culmination of the past year's fellowship, Hans Ulrich Obrist presents this selection of New York interviews at Van Alen Institute, framed in the context of the formulas he is currently collecting. Since the early 1990's, Obrist has conducted over 1,400 hours of interviews with over 400 artists, scientists, architects, writers, composers, and other influential figures in contemporary art and culture. Rigorously interdisciplinary and publicly

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engaged, Obrist's interviews are a central component of his curatorial practice. Through the interviews, he seeks a deeper understanding of the social architectures of cities and their diverse and overlapping domains of cultural production.

The recorded interviews will be accompanied by new conversations with **Rem Koolhaas** and **Yoko Ono**, both of which will take place at Van Alen Institute on June 13, 2008. A preview of Obrist's forthcoming book *Formulas for Now* (Fall 2008) will also be on view as part of the project. An advance copy is generously provided by Thames & Hudson.

The project will be open to the public June 18 through August 15, 2008 (Mon-Fri, 12pm-6pm). **For more information visit Van Alen Institute's [website](#).**

Special thanks to Hugo Boss, ForYourArt and Vanity Fair for their support and collaboration.

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About Hans Ulrich Obrist

Internationally renowned curator Hans Ulrich Obrist is Co-director of Exhibitions and Programmes and Director of International Projects at the Serpentine Gallery in London. Prior to this position he was Curator of the Musée d'Art Moderne de la Ville de Paris since 2000, as well as curator of museum in progress, Vienna, from 1993-2000. He has curated over 150 exhibitions internationally since 1991, including, *Do It, Take Me, I'm Yours* (Serpentine Gallery), *Cities on the Move*, *Live/Life*, *Nuit Blanche*, *1st Berlin Biennale*, *Manifesta 1*, and more recently *Uncertain States of America*, *1st Moscow Triennale* and *2nd Guangzhou Biennale* (Canton, China). Obrist has also co-curated many monographic shows at Musée d'Art Moderne de la Ville de Paris, including the work of Olafur Eliasson, Philippe Parreno, Rirkrit Tiravanija, Anri Sala, Pierre Huyghe, Steve McQueen and Doug Aitken. Mr. Obrist is Van Alen Institute's inaugural New York Prize Senior Fellow.

About Van Alen Institute and the New York Prize

Van Alen Institute is an independent nonprofit architectural organization whose mission is to promote inquiry into the processes that shape the design of the public realm. For over a century, the Institute has cultivated a fellowship of architecture and design practitioners and scholars, awarded excellence in design, and fostered dialogue about architecture as a public practice. Today, as conventionally defined fields of knowledge give way to new disciplines and alternative methodologies, Van Alen Institute reclaims its legacy as an architectural institute that is dedicated to critical inquiry surrounding contemporary forms of public space and new configurations of spatial practice. The New York Prize Fellowship provides practitioners and scholars the opportunity to pursue advanced research and experimental practice in public architecture. Appointed Senior Fellows are accomplished thinkers, artists and practitioners who have a demonstrated record of exceptional work and are identified as leaders in their fields. For more information visit www.vanalen.org.

Media contacts:

Jamie Hand
Van Alen Institute
212-924-7000 x10
jhand@vanalen.org

Melissa Goldberg
ForYourArt
323-951-9790
mgoldberg@foryourart.com