

The Aldrich Contemporary Art Museum

For Immediate Release

WILLIAM POWHIDA: AFTER THE CONTEMPORARY March 5 to September 4, 2017

Opening Reception: Sunday, March 5, 2 to 5 pm

The Aldrich Contemporary Art Museum is pleased to present *William Powhida: After the Contemporary*, a fictive review of today's art world from the year 2050. This will be Powhida's first solo museum exhibition and will draw from a variety of academic, curatorial, philosophical, and sociological sources, as well as the genre of speculative fiction.

For more than a decade Powhida's work has provided a satirical, political, and sometimes despairing window into his own experience of New York's contemporary art market. Beneath it all, he has also been tracing the outline of another, more ambitious project as he tries to answer—for himself, his peers, and the world in general—what is the strange, slippery, sometimes contradictory and farcical thing we call "Contemporary Art." Is Contemporary Art a specific period of art history, like Modern Art? If so, what are its characteristics? Will we know when it's over? And more importantly, what does Contemporary Art suggest about the future of society?

The less than reliable curatorial voice from Powhida's future proposes an authoritative account of our present and near future through institutional forms—wall texts, videos, an exhibition catalogue, as well as fictional works of art, speculative drawings, and research-based diagrams, that point to the ways exhibitions shape and reflect histories. Specifically, the exhibition examines the role of the art market in defining the Contemporary through the presentation of a new gallery model for art fairs that emerged in the early twentieth century as a "period room," within an alternative future wing of The Aldrich Contemporary Art Museum which has had to make certain adjustments due to global ecological and economic turmoil.

William Powhida (b. 1976, New York, NY) received his BFA in Painting with Honors from Syracuse University in 1998 and his MFA in Painting from Hunter College in 2002. He has had recent solo exhibitions at Postmasters Gallery, New York; Charlie James Gallery, Los Angeles; Casa Mauad, Mexico City; Gallery Paulsen, Copenhagen; and Marlborough Gallery, New York. In addition to being an artist, Powhida is an active critic and writer whose work has been published in *The Art Newspaper*, *Creative Time Reports*, *ArtFCity*, *Hyperallergic*, *The Brooklyn Rail*, and *Artnet*. He lives and works in New York City.

A full-color, soft-cover scholarly publication will be available during the exhibition.

Organized by Richard Klein, exhibitions director, The Aldrich Contemporary Art Museum.

For press inquiries, please contact Emily Devoe at 203.438.4519, x 140, or edevoe@aldrichart.org

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William Powhida, *How the New Museum Committed Suicide with Banality*, 2009. Collection of Phong Bui and Nathalie Provosty

