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The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	MoMA PS1	I.X. 106

THE INSTITUTE FOR ART AND URBAN RESOURCES, INC. EXECUTIVE OFFICE: THE CLOCKTOWER, 108 LEONARD ST., NEW YORK, N.Y. 10013
AREA CODE 212/233-1096 BRENDAN GILL, CHAIRMAN OF THE BOARD OF DIRECTORS ALANNA HEISS, PRESIDENT AND EXECUTIVE DIRECTOR
PROJECTS: WORKSPACE / PROJECT STUDIOS ONE (P.S. 1) / THE CLOCKTOWER / NEW URBAN LANDSCAPES / SURPLUS MATERIALS

PRESS RELEASE

26 August 1977

10 DOWNTOWN · TEN YEARS EXHIBIT CELEBRATES 10 YEARS OF OPEN STUDIO/ LOFT GROUP SHOWS

Exhibit to open September 11th at Project Studios One, for three weeks

10 DOWNTOWN · TEN YEARS, an exhibit of new works by many of the 100 artists who have participated during the past decade in the unique project, 10 DOWNTOWN, begun in 1968 when 10 artists invited the public into their studio/lofts for three spring weekends to view current work. 10 DOWNTOWN has flourished for 10 years. 10 DOWNTOWN · TEN YEARS, sponsored by the Institute for Art and Urban Resources, designed and installed by art critic Lawrence Alloway, will open on Sunday, September 11th, at Project Studios One, 46-01 21st Street, Long Island City, Queens, 1 - 6 P.M., and continue, Thursdays through Sundays, 1 - 6 P.M. until Sunday, October 2nd.

Each succeeding year, 10 new artists were invited to participate in the project, at the invitation of the previous year's group. So far, 100 artists have shown in 10 DOWNTOWN. 10 DOWNTOWN · TEN YEARS offers the public the opportunity to see an exhibition based on artists' choices, since artists selected artists, and each artist selected his/her own exhibition piece, rather than gallery or museum directors' decisions.

This September, artists from all the years will join together in one gala group show to celebrate the (first?) decade of this unusual cooperative venture by exhibiting in the spacious galleries of Project Studios One (P.S. 1).

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Not only did 10 DOWNTOWN help to establish SoHo as a gallery area, it also suggested alternative approaches to the art community and art projects, such as the Institute for Art and Urban Resources, which was founded in 1971. The Institute for Art and Urban Resources receives public and private funds and supports the art community in several ways. For example, it has reclaimed an abandoned public school, P.S. 1, and revitalized it as Project Studios One, a space for artists' studios, performances, and exhibits (such as 10 DOWNTOWN • TEN YEARS).

Lawrence Alloway, noted art historian and critic, in addition to designing and installing this exhibit, is preparing an essay on the history and phenomenon of 10 DOWNTOWN, which will be published.

For further information please call the Institute for Art and Urban Resources, 233-1096.

Michael Frauenglass (Publicity Coordinator for 10 DOWNTOWN • TEN YEARS at P.S. 1)

List of 100, 10 DOWNTOWN artists on following page.

P.S. 1 is located at 21st Street and 46th Road, Long Island City, Queens, 6 minutes from Grand Central and Times Square. Take the Flushing Line #7 from Grand Central or Times Square to Hunter's Point, or the E or F lines from the Museum of Modern Art, two stops to 23rd Street/Ely Avenue station. By car, after the Midtown Tunnel, take the first exit (21st St. & Van Alst) and continue 3 blocks on 21st Street to P.S. 1.

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1968

William Creston
 Roger Jorgensen
 Hans Van de Bovenkamp
 Richard Baringer
 Leon Golub
 Robert Wiegand
 Julius Tobias
 Charles Ginnever
 Steve Montgomery
 Bernard Aptekar

1970

Arnold Belkin
 Paul Spina
 Charles DuBack
 May Stevens
 Alan Kessler
 Karl W. Stucklen
 Luis Molinari Flores
 Jim McWilliams
 Mary Abbott
 Georges Noel

1972

Bob Feldgus
 Merle Steir
 Gillian Bradshaw-Smith
 Dennis Loy
 Amado Aldaraca
 Alida Walsh
 Vincent Arcilesi
 Donna Dennis
 George Bornstein
 Juliette Gordon

1974

Richard Samuelson
 Roz Seelig
 David James
 Diane Levin
 Meredith Johnson
 Sally Ehrlich
 James Zver
 Isabella Corwin
 Carol Engelson
 Anne Sharp

1976

Rivka Schoenfeld
 Nina Klymowska
 Robert Kerns
 Monica Di Geronimo
 Stanley Mistal
 Phyllis Krim
 Lynne Mayo
 George Cole
 Louise Egbert
 Elizabeth Egbert

1969

Carl Methfessel
 Bill Barrett
 Reuben Kadish
 Elliott Barowitz
 Jack Rabinowitz
 Eugene Tulchin
 Rudolf Baranik
 Garry Rich
 Gilles Larrain
 Louis Pruitt

1971

Arlene Slavin
 Don Kunz
 Michael Frauenglass
 Abigail Gerd
 Ruth Vodicka
 William Hochhausen
 Juan Gomez-Quiroz
 Vita Giorgi
 Michael Economos
 Yuji Tomono

1973

Vincent Inconigilios
 Marjorie Morrow
 Judie Hand
 Kathleen Gilje
 Cathey Billian
 Sue Ferguson Gussow
 Samuel Weinreb
 Constance Wolfe
 Dannielle Hayes
 William Accorsi

1975

Harriet Sosson
 Ron Lohse
 Gloria Klein
 Joseph Gerry
 Merle Leech
 Maureen Connor
 William Finley
 Tom Kendall
 Licio Isolani
 Patrick Lowery

1977

William Kopp
 Sica
 Marshall Baer
 Madelon Jones
 Ann Pachner
 Stephen See
 Brian Bomeisler
 Maryann Unger
 Paul Liebegott
 Tod Stone

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Plain Stationery

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PRESS RELEASE

22 August 1977

lower
←

10 DOWNTOWN • TEN YEARS EXHIBIT CELEBRATES 10 YEARS OF OPEN STUDIO/
LOFT GROUP SHOWS

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space

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1968

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Roger Jorgensen
Hans Van de Bovenkamp
Richard Baringer
Leon Golub
Robert Wiegand
Julius Tobias
Charles Ginnever
Steve Montgomery
Bernard Aptekar

1970

Arnold Belkin
Paul Spina
Charles DuBack
May Stevens
Alan Kessler
Karl W. Stucklen
Luis Molinari Flores
Jim McWilliams
Mary Abbott
Georges Noel

1972

Bob Feldgus
Merle Steir
Gillian Bradshaw-Smith
Dennis Loy
Amado Algaraca
Alida Walsh
Vincent Arcilesi
Donna Dennis
George Bornstein
Juliette Gordon

1974

Richard Samuelson
Roz Seelig
David James
Diane Levin
Meredith Johnson
Sally Ehrlich
James Zver
Isabella Corwin
Carol Engelson
Anne Sharp

1976

Rivka Schoenfeld
Nina Klymowska
Robert Kerns
Monica Di Geronimo
Stanley Mistal
Phyllis Krim
Lynne Mayo
George Cole
Louise Egbert
Elizabeth Egbert

1969

Carl Methfessel
Bill Barrett
Reuben Kadish
Elliott Barowitz
Jack Rabinowitz
Eugene Tulchin
Rudolf Baranik
Garry Rich
Gilles Larrain
Louis Pruitt

1971

Arlene Slavin
Don Kunz
Michael Frauenglass
Abigail Gerd
Ruth Vodicka
William Hochhausen
Juan Gomez-Quiroz
Vita Giorgi
Michael Economos
Yuji Tomono

1973

Vincent Inconigillos
Marjorie Morrow
Judie Hand
Kathleen Gilje
Cathey Billian
Sue Ferguson Gussow
Samuel Weinreb
Constance Wolfe
Dannielle Hayes
William Accorsi

1975

Harriet Sosson
Ron Lohse
Gloria Klein
Joseph Gerry
Merle Leech
Maureen Connor
William Finley
Tom Kendall
Liclo Isolani
Patrick Lowery

1977

William Kopp
Sica
Marshall Baer
Madelon Jones
Ann Pachner
Stephen See
Brian Bomeisler
Maryann Unger
Paul Liebegott
Tod Stone

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Please return signed material
to: STEIR, 237 CENTRE ST, NYC 10013

Dear Mrs. Bloomberg:

I called the Clocktower recently to request an interview with you to discuss the "Ten Downtown." 1977 marks the decade and we are looking for a sponsor organization to mount a retrospective.

Amongst the 100 we have ~~many~~ varied ^{choices} ~~choices~~ of who might be best to do this. The Clocktower would be my first choice in terms of concept & location. I discussed this with Steve and he urged me to speak to you directly.

Please look over the attached and let me know if you want to pursue it. Thanks.

Sincerely yours
Merle Steir

STEIR
237 CENTRE
NYC/10013 966-4270

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Program Request Sheet

Page 2 of 16

For each program summarized on page one, submit: A Program Request Sheet, a program budget, and any supplementary materials you wish to attach. If you are requesting funds for more than one program, reproduce this page (either photocopied or typed) for each program.

1. Name of organization 10 DOWNTOWN
 Program title (as shown on page one) "Ten years of 10 DOWNTOWN"
 Program priority number (as shown on page one) one
 Name and telephone of person responsible for this program Elizabeth Egbert, 212, 966-2190
 Program starting date (as shown on page one) Fall 1977 Ending date Spring 1978
 Location (facility and address) c/o Gloria Klein, 15 W.17th St., N.Y., N.Y. 10011
 County(ies) in which services will be offered. If more than one, estimate the dollar amount of requested NYSCA funds to be used per county New York

2. Complete description of program or activity within this space. (We realize that NYSCA reserves the right to allocate requests to a particular dept., but we feel that this request may be of interest to: Visual Arts Services, exhibition section).

Ten years ago this spring, ten artists opened their studios to the public for three weekends. This cooperative effort, called 10 DOWNTOWN, offered one of the first alternatives to the commercial gallery system. In fact, 10 DOWNTOWN predates all the Soho galleries, with the exception of the funded Park Place Gallery (closed in 1968). It was a very successful show, and has since established a reputation in the art world unique in its independence and longevity. For 10 successive years the original, independent character of 10 DOWNTOWN has been preserved, and the exhibition has never come under the influence of a particular group or individual. This in itself is unique in the art world. Each group of artists chooses the following ^{year's} and only that year's, group of 10. Thus the selection process has remained fresh and vital, unaffected by ulterior circumstances (e.g. "themes," politics, stylistic manifestoes, reigning "taste," "in-out ideas").

We are proposing, and requesting funds, for an anniversary exhibition of the artists who have thus far participated, representing a decade of New York based American art, and a testament to the vitality of the artist's cooperative effort. The exhibition will be composed of 3 main aspects, the grant money to go primarily to items 2 and 3:

- 1.) an exhibition of major, recent work by each contributing artist.
- 2.) a visual, supplementary presentation, coordinated with the main exhibition, of the specific work shown at each successive year (slides, photos, text). This will provide an historical overview of work done during the past decade.
- 3.) a substantial catalogue, placing 10 DOWNTOWN in its historical context (Lawrence Alloway has agreed to write the intro.), including photos of the specific pieces shown each year, photos of recent work, statements by the artists regarding the fruitfulness of the cooperative idea, biographies of the artists, and a bibliography of reviews and articles published about the exhibition over the past 10 years.

3. Attach a detailed program budget following the Budget Instructions in the Guidelines.

Enter from your attached budget: Cost of program \$ 13,600 Amount requested \$ 8,000
 (These figures should agree with those shown on page one.)

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1968

William Creston
 Roger Jorgensen
 Hans Van de Bovenkamp
 Richard Baringer
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 Robert Wiegand
 Julius Tobias
 Charles Ginnever
 Steve Montgomery
 Bernard Aptekar

1970

Arnold Belkin
 Paul Spina
 Charles DuBack
 May Stevens
 Alan Kessler
 Karl W. Stucklen
 Luis Molinari Flores
 Jim McWilliams
 Mary Abbott
 Georges Noel

1972

Bob Feldgus
 Merle Steir
 Gillian Bradshaw-Smith
 Dennis Loy
 Amado Aldaraca
 Alida Walsh
 Vincent Arcilesi
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 George Bornstein
 Juliette Gordon

1974

Richard Samuelson
 Roz Seelig
 David James
 Diane Levin
 Meredith Johnson
 Sally Ehrlich
 James Zver
 Isabella Corwin
 Carol Engelson
 Anne Sharp

1976

Rivka Schoenfeld
 Nina Klymowska
 Robert Kerns
 Monica Di Geronimo
 Stanley Mistal
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 Lynne Mayo
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 Louise Ebert
 Elizabeth Ebert

1969

Carl Methfessel
 Bill Barrett
 Reuben Kadish
 Elliott Barowitz
 Jack Rabinowitz
 Eugene Tulchin
 Rudolf Baranik
 Garry Rich
 Gilles Larrain
 Louis Pruitt

1971

Arlene Slavin
 Don Kunz
 Michael Frauenglass
 Abigail Gerd
 Ruth Vodicka
 William Hochhausen
 Juan Gomez-Quiroz
 Vita Giorgi
 Michael Economos
 Yuji Tomono

1973

Vincent Inconigilios
 Marjorie Morrow
 Judie Hand
 Kathleen Gilje
 Cathey Billian
 Sue Ferguson Gussow
 Samuel Weinreb
 Constance Wolfe
 Dannielle Hayes
 William Accorsi

1975

Harriet Sosson
 Ron Lohse
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 Tom Kendall
 Licio Isolani
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1977

William Kopp
 Sica
 Marshall Baer
 Madelon Jones
 Ann Pachner
 Stephen See
 Brian Bomeisler
 Maryann Unger
 Paul Liebegott
 Tod Stone

The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
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18 January 1977

To mark the tenth anniversary of 10 Downtown, one of New York's longest running artists organized exhibitions, the one hundred artists who have participated to date are planning a large scale exhibition of their work.

Ten years ago this spring, ten artists opened their studios to the public for three week-ends. This co-operative effort, an alternative to the gallery system, was called 10 Downtown. It was a spectacularly successful show and each year since has met with critical success and attention.

The 10 Downtown has established a reputation in the art world unique in its independence and longevity, anticipated by artists, critics and collectors and the interested public alike. Because each group selects the next ten artists, freshness and originality and a broad spectrum of contemporary attitudes are presented.

The show has now become part of the cultural tradition of New York and has set an example for galleries, women's shows and collectives. Its alumni are actively engaged in museum exhibitions and gallery shows and teach on the faculties of leading universities and professional schools.

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PROPOSAL

The spring of 1977 marks the tenth anniversary season of 10 DOWNTOWN. To commemorate the occasion, the artists who have participated since 1968 would like to organize a large-scale exhibition of their work during the fall of 1977.

We need a sponsor or group of sponsors to assist us in the following ways:

1. To provide or help locate a space or several concurrent spaces for the show.
2. To assist the artists with the organization and administration of the show.
3. To help with the funding of the show. As 10 DOWNTOWN does not have a continuing corporate structure, it needs a non-profit organization through which to apply for and receive funds.
4. To assist in the preparation and publication of a catalogue.

The exact nature of the exhibition would depend upon the type of space available. A very large museum-like space would allow each artist to contribute a piece. Several smaller, near-by spaces could be used concurrently with the show then organized as a walking-tour, much as 10 DOWNTOWN itself has been. Of course, a single moderate-sized space could be used to exhibit drawings and smaller works by the artists.

The show we propose will provide a particularly broad overview of the community of artists inhabiting the loft districts of New York over the past decade, a decade of innovation and energy which has made the downtown area of this city such an international focus in the arts.

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Dear Mr. Fauce,

The spring of 1977 marks the tenth anniversary season of 10 DOWNTOWN. To commemorate the occasion, we artists who have participated since 1968 are planning a large-scale exhibition of our work during the fall of 1977.

We are currently applying to the New York State Council on the Arts for funding for a catalogue and a visual presentation of the history of 10 DOWNTOWN (slides, large photos, text, etc. to accompany a major exhibition.) Lawrence Alloway has offer to write the introduction to the catalogue. Artists' Space has been of assistance to us and 112 Greene Street Gallery has offered us space in November 1977 to be used in conjunction with a museum.

It is our hope that the Brooklyn Museum would be interested in sponsoring this exhibition by providing gallery space and an administration for the show.

We feel that 10YEARS OF 10 DOWNTOWN would be both an Artistically and historically interesting exhibit on. It is simultaneously thematic and representative of a broad spectrum of contemporary attitudes in the visual arts. As it emmenates from the artists themselves, not from the commercial interest, it presents a unique and interesting view of a decade of art produced in New York's loft district. The decade in which this locallity has become the recognized international art center.

Excepting the funded Park Place Gallery--which closed in 1968, 10 DOWNTOWN pre-dates all the galleries in the Soho area. It was the first major event to draw a great deal of critical attention to itself and to the area. It is difficult to assess the magnitude of its impact in view of the dramatic changes that have occured since 1968. 10 DOWNTOWN was born out of need. For the artists who wanted to exhibit their work, there were few options. ~~The 10th Street galleries of the 50's had closed down.~~ There were virtually no acceptable alternatives to the commercial galleries, which by numbers alone, were essentially closed to most artists--regardless of merit. Perhaps a measure of the impact that 10 DOWNTOWN had was the speed with which commercial galleries moved into the area. By 1970 Paula Cooper, OK Harris, Hundred Acres, and Max Hutchenson were established.

But its impact was not only to herold the coming of a new "Arts District." More importantly, it introduced the notion itself of the need for diversity. The idea that alternative modes of exhibition are both desirable and emmenantly successful. It generated a model for the subsequent development of on going alternatives to the commercial gallery system (112 Greene Street Gallery, Artists' Space, and the Clocktower.) It estblished a precedent for artist-run events such as the Soho Street Festival of 1970, artist-run organizations such as AIR, the Women's Interarts Center, and the co-operative galleries.

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10 DOWNTOWN has established a reputation in the art world unique in its independence and longevity, and has now become part of the cultural tradition of New York. It is anticipated annually by artists, critics, and collectors and the interested public alike. Its Alumni are actively engaged in museum exhibitions and gallery shows and teach on the faculties of leading universities and professional schools.

In our estimation 10YEARS OF 10 DOWNTOWN, would be most appropriate for a museum space. We hope that you will agree with us and consider having the exhibition at the Brooklyn Museum.

~~de~~

Sincerely yours,

Louise Egbert, Meridith Johnson
and Jim Zvers.

FOR INFORMATION CONTACT : Louise Egbert 966 2427
336 Canal Street NYC 10013

Jim Zvers WA 5 1399
16 Greene St. NYC 10013

Meridith

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25 July 1977

Dear Merchant:

This September, in honor of the 10th year of 10 DOWNTOWN, the Institute for Art and Urban Resources, is sponsoring a large scale exhibition of its participating artists. This exhibit will be mounted at Project Studios One (P.S. 1) 46-01 21st Street, Long Island City, Queens. Also, in November, a documentary exhibit of the history of 10 DOWNTOWN will be held at 112 Greene Street Gallery.

10 DOWNTOWN is one of the original group art shows in lower Manhattan and has become an annual event of major importance. Originally established in 1968, 10 DOWNTOWN was conceived by 10 artists as a means of exhibiting their work under alternative circumstances to the traditional gallery situation. The participants opened their studios to the public for three weekends so that their work could be viewed in the environment in which it was created. The idea was so successfully received that the show has continued annually for a decade. The participants for each succeeding year are chosen by the artists from the previous year.

Grants have been applied for to cover costs of mounting these shows but we are also doing a very comprehensive catalog with photographs of the artist's work and an essay on the history of 10 DOWNTOWN by art critic and historian, Lawrence Alloway. Money is needed for the printing of this catalog and this letter is to request a donation from you to help do this. All merchants who offer us support will receive a sponsors credit for their aid. We sincerely hope you will be one of them.

Within two weeks time a representative of 10 DOWNTOWN will call you with more details and to answer any questions you may have regarding the exhibitions and catalog; or you may call either representative below.

Thank you very much.

Gloria Klein
691-9872

Jim Zver
WA5-1399

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The success of the first group art show
- four encouraged the 10 to select another
10 artists to do the same

It has reclaimed an abandoned public
school (P.S. 1) and revitalized it as
Project Studios One, a space for artists'
studios, performances and exhibits,
such as this one.

Lawrence Alloway, noted art historian and
critic, in addition to designing and
installing this exhibit, is also preparing
an essay on 10 Downtown.

For further information, please call ^(P.S. 1, The Clocktower)
10 96. ~~233-~~ 233-

Michael Framglass (Publicity Coordinator
for 10 Downtown at P.S. 1)

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Project Studios One (Ps. 1)

10 Downtown began in 1968 when Creston, Jorgensen, Van de Bovenkamp, Baringer, Golub, Wiegand, Tobias, Ginnever, Montgomery and Aptekar sought to exhibit their work outside the confines of the gallery system and the gallery space and found an alternative in their own studio / lofts. And so began 10 Downtown, an event eagerly received by the public, recognized by the critics; today an established spring art rite. It became a model for cooperative galleries, other loft group shows and ^{first} focused ^{public} attention on Soho as an artists' community. ~~for the~~

Not only did 10 Downtown reveal Soho and help develop it as a gallery, boutique and restaurant community, it also suggested alternative art efforts such as the Institut for Urban Art and Resources. Founded in 1971, funded by public and private funds, it supports the art community in various ways.

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Kerry - This has the basic information - as soon as I have something better, I'll send it to you. (also, as you know Floris Klein is over-all coordinator, Merle coordinator for this exhibit.
10 Downtown - 10 years

JOIN ARTISTS AS THEY CELEBRATE A
DECADE OF A UNIQUE New York CULTURAL
INSTITUTION, 10 DOWNTOWN

- with an exhibit of new works, at Project Studios One (P.S.1), 46-01 21st Street, Long Island City, Queens, ^{Sunday} September 11th ~~to~~ through Sunday October 2nd, Thursday through Sundays, 1 to 6 P.M.
sponsored by the I.U.A.R. designed and installed by critic Lawrence Alloway

Where else but in New York would 10 artists form a group and invite the public into their studio/lofts for three spring weekends to view their current work, then choose 10 other artists to do the same the following year? ^{Since} ~~For~~ 10 years this remarkable group show has flourished, for 10 years, 100 artists have participated in it!

This September, artists from all the years join together in one gala group show to commemorate the (first?) decade of this unique cooperative venture by exhibiting in the spacious galleries of

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THE INSTITUTE FOR **ART AND URBAN RESOURCES**, INC. EXECUTIVE OFFICE: THE CLOCKTOWER, 108 LEONARD ST., NEW YORK, N.Y. 10013
AREA CODE 212/233-1096 BRENDAN GILL, CHAIRMAN OF THE BOARD OF DIRECTORS ALANNA HEISS, PRESIDENT AND EXECUTIVE DIRECTOR
PROJECTS: WORKSPACE / PROJECT STUDIOS ONE (P.S. 1) / THE CLOCKTOWER / NEW URBAN LANDSCAPES / SURPLUS MATERIALS

25 July 1977

Dear Merchant:

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10 DOWNTOWN is one of the original group art shows in lower Manhattan and has become an annual event of major importance. Originally established in 1968, 10 DOWNTOWN was conceived by 10 artists as a means of exhibiting their work under alternative circumstances to the traditional gallery situation. The participants opened their studios to the public for three weekends so that their work could be viewed in the environment in which it was created. The idea was so successfully received that the show has continued annually for a decade. The participants for each succeeding year are chosen by the artists from the previous year.

Grants have been applied for to cover costs of mounting these shows but we are also doing a very comprehensive catalog with photographs of the artist's work and an essay on the history of 10 DOWNTOWN by art critic and historian, Lawrence Alloway. Money is needed for the printing of this catalog and this letter is to request a donation from you to help do this. All merchants who offer us support will receive a sponsors credit for their aid. We sincerely hope you will be one of them.

Within two weeks time a representative of 10 DOWNTOWN will call you with more details and to answer any questions you may have regarding the exhibitions and catalog; or you may call either representative below.

Thank you very much.

Gloria Klein

Gloria Klein
691-9872

Jim Zver

Jim Zver
WA5-1399

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Xerox Corporation
Stamford, Connecticut 06904
203 329-8711

August 31, 1977

XEROX

The Institute for Art and Urban Resources, Inc.
The Clocktower
108 Leonard St.
New York, New York 10013

Attn: Mary Ann Unger

Mr. Truschke asked me to respond to your recent letter requesting support for Art and Urban Resources as I am responsible for the management of the Corporation's cultural programs.

It is with great personal regret that I cannot respond affirmatively to your request. Please let me explain briefly our guidelines for contributions to cultural organizations. We support one project of national importance annually. We support selected major cultural institutions in those cities where we have significant numbers of employees. In addition, we give programmatic support to a few national organizations such as Affiliate Artists. We have recently begun to contribute to Allied Arts Funds on a selective basis in order to encourage recognition of this concept which provides a broader base of support for local arts organizations. With a limited budget to cover all these activities, we are unable to consider taking on additional commitments at this time.

Thank you for writing. I do hope you will understand our position.

Sincerely,

Sheila W. Lummis

Sheila W. Lummis
Manager Community Affairs

SWL/djg

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TEN DOWNTOWN 10 YEARS AT PS 1

RECEPTION & OPENING 3-6PM SUNDAY SEPTEMBER 11, 1977 at PS 1

Dear Ten Downtown Member:

22 August 1977

Our Exhibition at PS 1 is proceeding well. Over 70 of us have given their consent and returned the form with some portion of the requested \$50 contribution.

Each artist will be responsible for delivering his/her own piece of work to PS 1 (Girls Entrance) at 46-01 21st Street, Long Island City, Queens, between the hours of 10 to 6 from Wednesday, August 31st through Friday, September 2nd and Tuesday/Wednesday September 6 and 7.

Lawrence Alloway with the help of a Ten Downtown Installation Committee, headed by Lynn Mayo and George Cole, will begin installing the Exhibition on Wednesday September 7th. The Exhibition is open to the public from 1 PM on Sunday the 11th. PS 1 Hours are 1-6 Thursday through Sunday.

Once again, the work you select to show is your own choice and it need not be work shown originally in your year. It can be recent work.

Please label work and attach a 3"x5" index card with your name, title, dimensions, materials, etc.

DIRECTIONS TO PS 1:

BY CAR: Midtown Tunnel to exit just past Toll Booth, turn right first exit title "21st St/Van Alst" Continue three blocks to PS 1.

BY SUBWAY: 1. #7 Flushing Line at Times Square or Grand Central to Hunter's Point Exit.
2. E or F Train to 23rd St/Ely Avenue Exit. Walk three blocks

All delivery and pick up as well as any cost is the responsibility of the individual artist. We have neither the funds or manpower to organize a mass pick up of work. It seemed easier and more practical for each person or a group of friends to work it out within the delivery times noted. Someone will be their to sign in and accept the work.

At the conclusion of the show all work will have to be removed from PS 1 on October 3rd or 4th to allow time for clean up and installation of following show.

Works will be insured during the course of the Exhibition and a gallery attendant will be present when the show is open to the public.

POSTERS AND INVITATIONS have gone to the printer. Posters will be pasted up outdoors around NYC. Invitations will be mailed to a basic list of 2000 provided by The Institute for Art and Urban Resources. You can pick up 100 invitations for your personal list at the Clocktower 108 Leonard St or at PS 1 when you deliver your work.

If you have not yet returned your participation form and \$50 contribution please do so. If you are short of cash let us know if you will be submitting a piece and paying later. If you have misplaced your form just drop a note to Merle Steir, 237 Centre St, NYC 10013 confirming your desire to participate. *Please send check to Elizabeth Egbert,*

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Please submit the information requested by the catalog committee to Tom Kendall before August 31 st. Funds are still being sought to publish the catalog.

We still have no forwarding address for Amado Aldaraca or George Bornstein both of 1972. Anyword please call immediately.

GENERAL NEWS we did not receive any supporting funds from the NY State Council for the Arts. To date we have received about \$1500 from approximately 50 people which has allowed us to insure the work during the Exhibition, print posters and invitations, and post and mail them next week. We will need the balance due soon for advertising and opening reception costs. We also want to reserve some funds for the Documentation Show at 112 Greene Street and reproducing Lawrence Alloway's essay.

We look forward to seeing you and your work at PS 1.

Sincerely yours,

Merle L. Steir 237 Centre St. NYC 10013

CONTACT LIST BY CATEGORY

General Coordinator Gloria Klein 15 W 17th St, NYC 10011 691-9872
PS 1 Coordinator Merle Steir 237 Centre St, NYC 10013 966-4270
Public Relations Michael Frauanglass 125 W 16th St. NYC 10011 691-6416
Installation Lynn Mayo George Cole 108 Wooster NYC 10013 966-5769
Catalog Tom Kendall 117 Hester NYC 10002 966-4132
Treasurer Elizabeth Egbert 27 Greene St. NYC 10013 966-2190

PS 1 & The Clocktower Jill Kurtzer 233-1096

→ A party! after the P.S.1 3-6 P.M. reception on Sept. 11 th, we will have a party (7 P.M.^{on}) at Marshall Baer's loft, 53 E. 10 Street, Tel. 673-1818. Please send contributions to Elizabeth Egbert, earmarked "Party" or bring your own refreshments Sunday night.

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PRESS RELEASE

10 DOWNTOWN 10 YEARS EXHIBIT CELEBRATES 10 YEARS OF OPEN STUDIO/LOFT GROUP SHOWS

Exhibit to open September 11 th at Project Studios One for three weeks

10 Downtown ^{Ten} 10 Years, an exhibit of new works by many of the 100 artists who have participated during the past decade in the unique project, 10 Downtown, ^{4-9 group} which ~~Began~~ began in 1968 when ~~10 xxxixix~~ a group of 10 artists invited the public into their studio/lofts for three spring weekends to view current work, ^{10 DOWNTOWN} ~~has flourished for 10 years.~~ 10 Downtown ^{Ten} 10 Years, sponsored by the Institute for Art and Urban Resources, designed ^{and installed} by art critic Lawrence Alloway, will open on Sunday, September 11 th, at Project Studios One, 46_01 21st Street, Long Island City, Queens, 1-6 P.M, and continue, Thursday through Sundays, 1-6 P.M. until Sunday, October 2nd.

Each succeeding year, 10 new artists were invited to participate in the program, at the invitation of the previous year's group. So far, 100 artists have shown in 10 Downtown.

10 Downtown ^{Ten} 10 Years offers the public the opportunity to see an exhibition based on artists' choices, ^{since artists selected artists} both of the ~~and of the~~ individual work ^{shown itself} and of the other artists exhibiting, rather than gallery or museum directors' decisions.

This September, artists from all the years will join together in one gala group show to commemorate the (first?) decade of this unusual cooperative venture by exhibiting in the spacious galleries of Project Studios One (P.S. 1).

LIST of 100 artists on following page

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10 Downtown began in 1968 when Creston, Jorgensen, Van de bovenkamp, & Baringer, Golub, Wiegand, Tobias, Ginnever, Montgomery and Aptekar sought to exhibit their work outside the confines of the gallery system and gallery space. They found an alternative in their own studio/lofts, and so began 10 Downtown, an event eagerly received by the public and recognized by the critics. Today it is an established Spring art rite, and has become a model for cooperative gallery spaces and other group loft shows. ^{In addition} also, it was the first event to focus public attention on SoHo as an artists' community.

Not only did 10 Downtown help establish SoHo as a gallery, ~~boutique and restaurant~~ area, it also suggested alternative approaches to the art community and art projects, such as the Institute for ^{Art and Urban} ~~Urban Art~~ and Resources, which was founded in 1971. The I.^{A.U.}U.A.R. ~~is funded by~~ receives public and private funds and supports the art community in several ways. For example, it has reclaimed an abandoned public school, P.S. 1, and revitalized it as Project Studios One, a space for artists' studios, performances and exhibits (such as 10 Downtown ^{Ten} ~~10~~ Years.)

Lawrence Alloway, ~~Noted~~ art historian and critic, in addition to designing and installing this exhibit, is preparing an essay on the history and phenomenon of 10 Downtown. *Which will be published*

For further information please call The I.^{A.U.}U.A.R., 233-1096

Michael Frauenglass
(Publicity Coordinator for
10 Downtown ^{Ten} Years at P.S.1)

^{10 Downtown}
List of 100 ^A artists on following page.

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TEN YEARS OF TEN DOWNTOWN

Catalogue Committee

Dear Artist:

Three separate events will be taking place this fall to celebrate the tenth anniversary of "Ten Downtown." There will be a show in September at P.S. 1, a documentary show in November at 112 Greene Street, and a catalogue with a text by Lawrence Alloway covering the Ten Downtown phenomenon, and including a photograph of each artist's work, and a brief biography of the artist.

This letter is being sent to you by the Catalogue Committee, whose chairperson is Tom Kendall of the 1975 Ten Downtown. We need your cooperation in filling out and checking the accuracy of the enclosed forms so that we can organize the catalogue information in time to have the catalogue printed by November's show. PLEASE RETURN THESE SHEETS TO TOM KENDALL, 117 Hester St. NYC 10002.

Enclosed you will find two xeroxed sheets. One is a xerox of a photograph which we assume is taken from an object exhibited in your Ten Downtown show, and the second sheet is a "bio" form.

If no copy of a photograph is included, or if the one included is unacceptable, please send us an 8"x10" glossy black-and-white photograph of one of your Ten Downtown works with your completed "bio" information form. Please see that the following correct information is printed on the back of the photograph or xeroxed copy:

name of artist
present address
which end of photograph is top
title of work
dimensions of work
media
In what collection is piece (e.g. Collection of Mr. and Mrs. Jones;
Artist's Collection; Work Destroyed, etc.)

It is essential that the photograph be of a work from your Ten Downtown exhibition in order to insure the historical accuracy of the catalogue.

In the catalogue, the "bio" information will be allowed a maximum of eight lines with an average of ten words per line. Please be sure that the information is clearly legible, as it must go directly to the printer in the form which you fill out.

Mr. Alloway has also requested a short personal comment on your work. (Maximum seventy-five words.)

Finally, copies of all publicity concerning your year's exhibition are needed. Please list all the press coverage that you know of. Include the name of the publication, the author, date and page, and a copy of the article, if you have one.

This information is URGENTLY needed by July 15, (Or by July 30 for those living outside NYC) if the catalogue is to be printed in time for distribution at the November show. The catalogue's accuracy and effectiveness depend of the thoroughness and rapidity of your response.

Thank you for your time and cooperation.

The Ten Downtown Catalogue Committee
Tom Kendall 117 Hester Street 966-4132
William Kopp 111 Hudson Street 966-1723
Meredith Johnson 362 Broadway 925-3409

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BIOGRAPHICAL INFORMATION

Please TYPE or print clearly,
List your 10 Downtown year: _____

NAME

PRESENT ADDRESS

BIRTHDATE

BIRTHPLACE

HIGHER EDUCATION (Degree, School, Year received)

PRESENT EMPLOYMENT (Optional)

MAJOR EXHIBITIONS , Dates (list year of exhibition. List most recent show first.)

PUBLIC COLLECTIONS (Optional)

BRIEF PERSONAL COMMENT ON YOUR ART

6 LINES ONLY

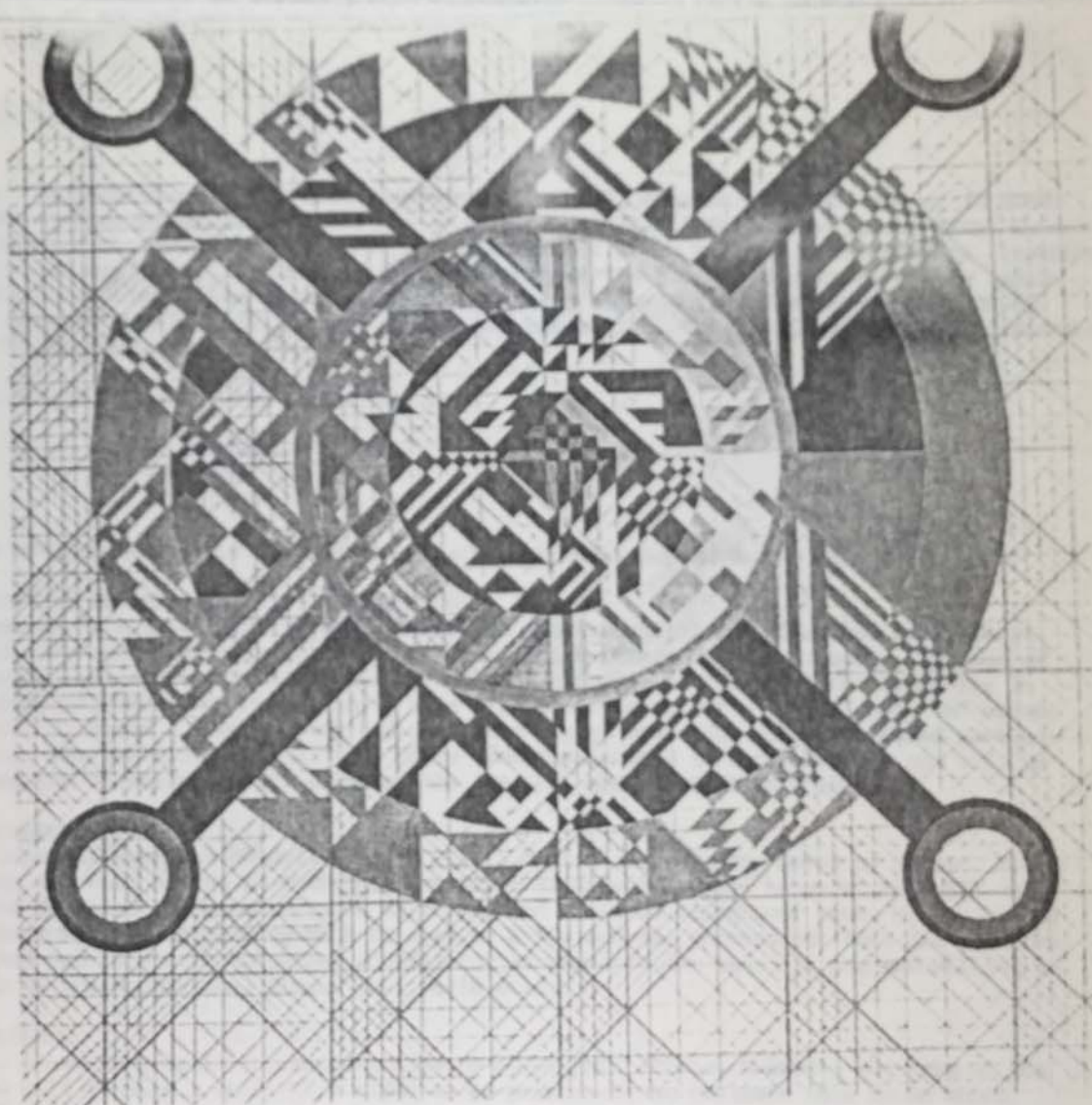
List name of person who chose you, and name of person you chose, and why you chose that person.

Please list all publicity pertaining to your year of Ten Downtown on the back of this sheet. Please return sheet to Tom Kendall, 117 Hester Street, N.Y.C. 10002

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THE INSTITUTE FOR ART AND URBAN RESOURCES, INC. EXECUTIVE OFFICE: THE CLOCKTOWER, 108 LEONARD ST., NEW YORK, N.Y. 10013
AREA CODE 212/233-1096 BRENDAN GILL, CHAIRMAN OF THE BOARD OF DIRECTORS ALANNA HEISS, PRESIDENT AND EXECUTIVE DIRECTOR
PROJECTS: WORKSPACE / PROJECT STUDIOS ONE (P.S. 1) / THE CLOCKTOWER / NEW URBAN LANDSCAPES / SURPLUS MATERIALS



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PROJECTS: WORKSPACE / PROJECT STUDIOS ONE (P.S. 1) / THE CLOCKTOWER / NEW URBAN LANDSCAPES / SURPLUS MATERIALS

8 July 1977

Dear Artist,

The Institute for Art and Urban Resources, Inc. will sponsor an exhibition of 10 DOWNTOWN artists at Project Studios One (P.S. 1) 46-01 21st Street, Long Island City, Queens, September 11, to October 2, 1977. The selection of works will be by the artists. Lawrence Alloway, art historian, art critic, and member of the Board of Directors of the Institute for Art and Urban Resources will prepare an essay on the history and meaning of 10 DOWNTOWN and will design and install the exhibition. The P.S. 1 exhibition coordinator is Merle Steir.

The working title of the exhibition is -

10 DOWNTOWN
10 YEARS
AT P.S. 1

The opening and reception will take place on Sunday, September 11, from 1 to 6 p.m.

SELECTION OF WORK FOR P.S. 1 EXHIBITION:

Attached is a layout of the newly installed P.S. 1 exhibition galleries. Each artist will show one piece of work of his/her own choice. There is approximately 750 feet of running wall space for 2-dimensional work and 315 feet of running floor space for 3-dimensional work. We don't wish to make size conditions, but a small (under 48" width) size will avoid a crowded look and guarantee enough space for all one hundred participants. The installation will take place from September 6 to September 10, and will be under the direction of Mr. Alloway, the I.A.U.R. and 10 DOWNTOWN volunteers.

DELIVERY OF WORK:

We hope all work can be delivered to P.S. 1 during the last two weeks of August. For those who will not be in town then, separate arrangements will be made. You will receive detailed information later as to how and where to bring your work. We are hoping to have a trucking company pick up work at a few central points, but this has not been worked out as yet. A volunteer coordinator is required for this. If you are willing to help on transportation, please call Merle Steir.

INSURANCE:

P.S. 1 has an overall insurance policy to cover exhibitions, however, the size of the show will require a short-term rider to be purchased. We estimate this to be about \$200.00 for the one hundred works. This amount will be paid by 10 DOWNTOWN.. To purchase this insurance, we will require the title of work and a modest dollar evaluation. This is not the selling price, but only to be used for insurance purposes. In the event of inquiries from prospective purchasers, the I.A.U.R. will refer them to the artist directly. There is never any commission paid to the Institute if works are sold from exhibitions at P.S. 1 or elsewhere.

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2.

FUNDING:

An application has been placed with and reviewed by the New York State Council on the Arts. This grant request covers funds required for a 10 DOWNTOWN Catalog, the Documentation Show at 112 Greene and the P.S. 1 exhibition. With the confirmation of the Institute for Art and Urban Resources' exhibition sponsorship, Mr. Alloway's Catalog Essay, and the 112 Greene St. Documentation Show, we seem assured of receiving a substantial grant. However, N.Y.S.C.A. strongly urged that the artist contribute a total of \$50.00 each toward all the projects proposed. This is \$20.00 in addition to the \$30.00 we are collecting and using now to proceed with the P.S. 1 exhibition. Enclosed is a list of current contributors. Please send your dollars and requested bio. material as soon as possible.

CURRENT LIST OF PARTICIPANTS:

Bernard Aptekar	Tom Kendall
Vincent Arcilesi	Gloria Klein
Cathy Billian	William Kopp
Gilliam Bradshaw-Smith	Don Kunz
Elliot Barowitz	Alan Kessler
Marshall Baer	Dennis Loy
Maureen Connor	Merle Leech
Isabella Corwin	Patrick Lowery
Charles DuBack	Carl Methfessel
Louise and Elizabeth Egbert	Marjorie Morrow
Carol Engelson	Louis Pruitt
Michael Frauenglass	Ann Pachner
William Finley	Merle Steir
Abigail Gerd	Marilyn Sica
Leon Golub	Anne Sharp
Dannielle Hayes	May Stevens
William Hochhausen	Stephen See
Licio Isolani	Todd Stone
Vincent Inconiglios	Julius Tobias
David James	Bob Wiegand
Meredith Johnson	Rudolf Baranik
Maurad Jones	Stanley Mistal
Robert Kerns	Kathleen Gilje
Nina Klymowska	Jim Zver

The basic work of organizing this exhibition will be upon members of 10 DOWNTOWN. The committees and chairpersons are:

(10 DOWNTOWN coordinator)	Gloria Klein	15 W. 17th St. 10011	691-9872
(IAUR coordinator)	Merle Steir	237 Centre St. 10013	966-4270
(Correspondence)	Michael Frauenglass	124 W.16th St. 10011	691-6416
(Publicity)	Anne Sharp	23 Wavery Pl(#314)10003	473-7742
(Grants & Treasurer)	Eliz. Egbert	27 Greene St. 10013	966-2190
(Add'l. funding)	Maurad Jones	97 Crosby St. 10012	925-8594
(Graphics)	Marshall Baer	53 E. 10th St. 10003	673-1818
(Video & Film)	William Creston	727 6th Ave. 10009	WA4-4893
(Catalog)	Tom Kendall	117 Hester St. 10002	966-4132
(Catalog)	Meredith Johnson	362 B'way 10013	925-3409

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3.

PUBLICITY PHOTO AND P.S. 1 VISIT:

Come to P.S 1, Wednesday, July 13th at 6 p.m. for a large group photo and use the time as well to see the galleries. This photo will be used for the Press Release Kit. (travel instructions on floor plan diagram attached)

We are unable to locate the following artists. If you have any information whatever to help our search, please write or call Gloria Klein.

Mary Abbott
Amado Aldaraca
Richard Barringer
George Bornstein
Sally Erhlick
Luis Malinart-Flores
Chuck Ginnever
Judie Hand
Jim McWilliams
Roz Seelig
Rivka Schoenfeld
Constance Wolfe

← we just received this address (8/21/77)

Sincerely yours,
Merle Stein

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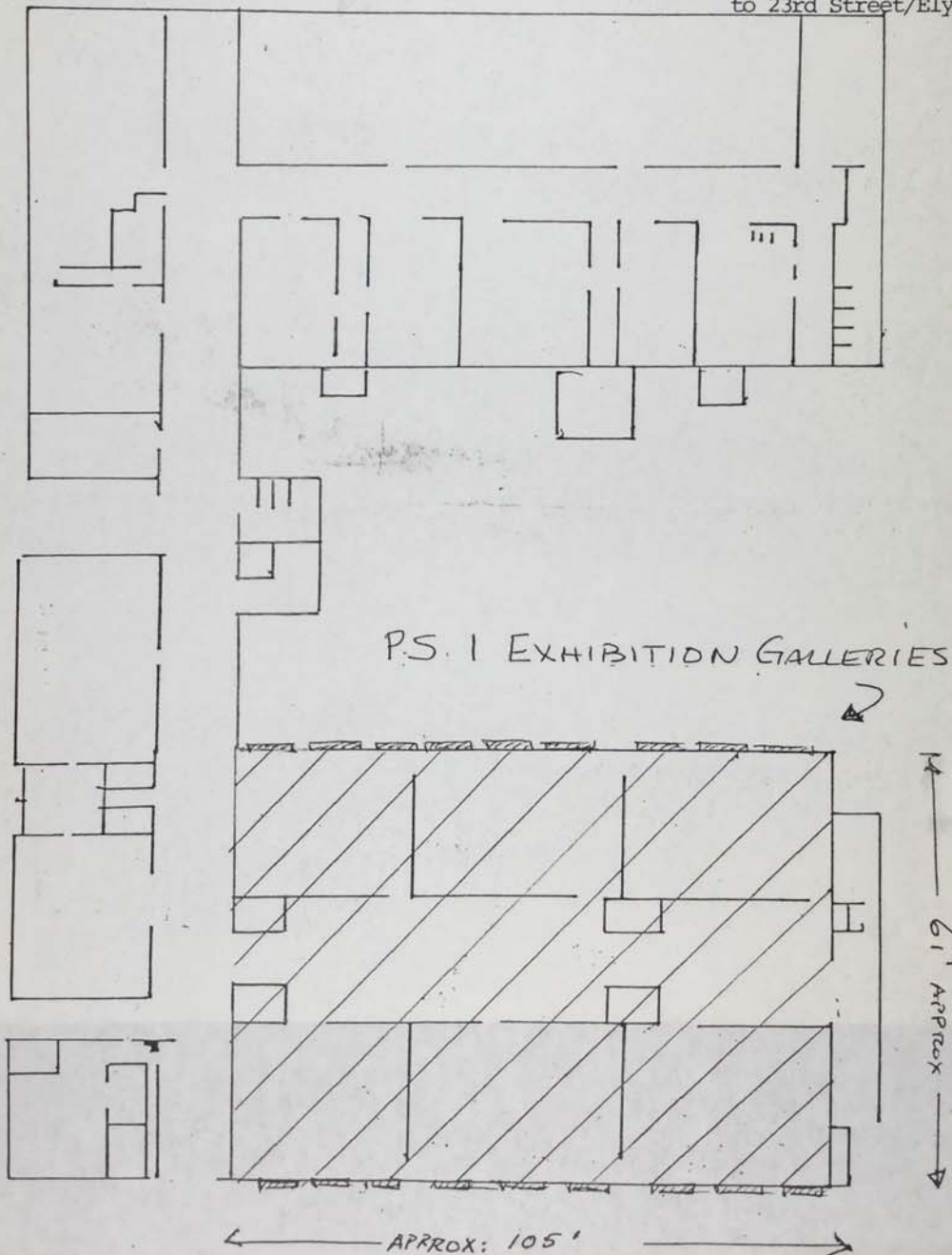
10 DOWNTOWN
10 YEARS
AT PS1

P.S.1 FIRST FLOOR PLAN

DIRECTIONS TO P.S. 1:
46-01 21st Street
Long Island City, Queens
telephone: 233-1096

Car: Midtown Tunnel, exit just
past toll booth, turn right
under L.I.E., cross Jackson
Avenue

Subway: #7 Flushing Line at Times
Square or Grand Central to
Hunter's Point; E or F train
to 23rd Street/Ely Avenue



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	MoMA PS1	I.X. 106

THE INSTITUTE FOR **ART AND URBAN RESOURCES**, INC. EXECUTIVE OFFICE: THE CLOCKTOWER, 108 LEONARD ST., NEW YORK, N.Y. 10013
AREA CODE 212/233-1096 BRENDAN GILL, CHAIRMAN OF THE BOARD OF DIRECTORS ALANNA HEISS, PRESIDENT AND EXECUTIVE DIRECTOR
PROJECTS: WORKSPACE / PROJECT STUDIOS ONE (P.S. 1) / THE CLOCKTOWER / NEW URBAN LANDSCAPES / SURPLUS MATERIALS

8 July 1977

Dear Artist,

The Institute for Art and Urban Resources, Inc. will sponsor an exhibition of 10 DOWNTOWN artists at Project Studios One (P.S. 1) 46-01 21st Street, Long Island City, Queens, September 11, to October 2, 1977. The selection of works will be by the artists. Lawrence Alloway, art historian, art critic, and member of the Board of Directors of the Institute for Art and Urban Resources will prepare an essay on the history and meaning of 10 DOWNTOWN and will design and install the exhibition. The P.S. 1 exhibition coordinator is Merle Steir.

The working title of the exhibition is -

10 DOWNTOWN
10 YEARS
AT P.S. 1

The opening and reception will take place on Sunday, September 11, from 1 to 6 p.m.

SELECTION OF WORK FOR P.S. 1 EXHIBITION:

Attached is a layout of the newly installed P.S. 1 exhibition galleries. Each artist will show one piece of work of his/her own choice. There is approximately 750 feet of running wall space for 2-dimensional work and 315 feet of running floor space for 3-dimensional work. We don't wish to make size conditions, but a small (under 48" width) size will avoid a crowded look and guarantee enough space for all one hundred participants. The installation will take place from September 6 to September 10, and will be under the direction of Mr. Alloway, the I.A.U.R. and 10 DOWNTOWN volunteers.

DELIVERY OF WORK:

We hope all work can be delivered to P.S. 1 during the last two weeks of August. For those who will not be in town then, separate arrangements will be made. You will receive detailed information later as to how and where to bring your work. We are hoping to have a trucking company pick up work at a few central points, but this has not been worked out as yet. A volunteer coordinator is required for this. If you are willing to help on transportation, please call Merle Steir.

INSURANCE:

P.S. 1 has an overall insurance policy to cover exhibitions, however, the size of the show will require a short-term rider to be purchased. We estimate this to be about \$200.00 for the one hundred works. This amount will be paid by 10 DOWNTOWN.. To purchase this insurance, we will require the title of work and a modest dollar evaluation. This is not the selling price, but only to be used for insurance purposes. In the event of inquiries from prospective purchasers, the I.A.U.R. will refer them to the artist directly. There is never any commission paid to the Institute if works are sold from exhibitions at P.S. 1 or elsewhere.

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2.

FUNDING:

An application has been placed with and reviewed by the New York State Council on the Arts. This grant request covers funds required for a 10 DOWNTOWN Catalog, the Documentation Show at 112 Greene and the P.S. 1 exhibition. With the confirmation of the Institute for Art and Urban Resources' exhibition sponsorship, Mr. Alloway's Catalog Essay, and the 112 Greene St. Documentation Show, we seem assured of receiving a substantial grant. However, N.Y.S.C.A. strongly urged that the artist contribute a total of \$50.00 each toward all the projects proposed. This is \$20.00 in addition to the \$30.00 we are collecting and using now to proceed with the P.S. 1 exhibition. Enclosed is a list of current contributors. Please send your dollars and requested bio. material as soon as possible.

CURRENT LIST OF PARTICIPANTS:

Bernard Aptekar	Tom Kendall
Vincent Arcilesi	Gloria Klein
Cathy Billian	William Kopp
Gilliam Bradshaw-Smith	Don Kunz
Elliot Barowitz	Alan Kessler
Marshall Baer	Dennis Loy
Maureen Connor	Merle Leech
Isabella Corwin	Patrick Lowery
Charles DuBack	Carl Methfessel
Louise and Elizabeth Egbert	Marjorie Morrow
Carol Engelson	Louis Pruitt
Michael Frauenglass	Ann Pachner
William Finley	Merle Steir
Abigail Gerd	Marilyn Sica
Leon Golub	Anne Sharp
Dannielle Hayes	May Stevens
William Hochhausen	Stephen See
Licio Isolani	Todd Stone
Vincent Inconiglios	Julius Tobias
David James	Bob Wiegand
Meredith Johnson	Rudolf Baranik
Maurad Jones	Stanley Mistal
Robert Kerns	Kathleen Gilje
Nina Klymowska	Jim Zver

The basic work of organizing this exhibition will be upon members of 10 DOWNTOWN. The committees and chairpersons are:

(10 DOWNTOWN coordinator)	Gloria Klein	15 W. 17th St. 10011	691-9872
(IAUR coordinator)	Merle Steir	237 Centre St. 10013	966-4270
(Correspondence)	Michael Frauenglass	124 W.16th St. 10011	691-6416
(Publicity)	Anne Sharp	23 Wavery Pl.(#314)10003	473-7742
(Grants & Treasurer)	Eliz. Egbert	27 Greene St. 10013	966-2190
(Add'l. funding)	Maurad Jones	97 Crosby St. 10012	925-8594
(Graphics)	Marshall Baer	53 E. 10th St. 10003	673-1818
(Video & Film)	William Creston	727 6th Ave. 10009	WA4-4893
(Catalog)	Tom Kendall	117 Hester St. 10002	966-4132
(Catalog)	Meredith Johnson	362 B'way 10013	925-3409

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3.

PUBLICITY PHOTO AND P.S. 1 VISIT:

Come to P.S 1, Wednesday, July 13th at 6 p.m. for a large group photo and use the time as well to see the galleries. This photo will be used for the Press Release Kit. (travel instructions on floor plan diagram attached)

We are unable to locate the following artists. If you have any information whatever to help our search, please write or call Gloria Klein.

Mary Abbott
Amado Aldaraca
Richard Barringer
George Bornstein
Sally Erhlick
Luis Malinart-Flores
Chuck Ginnever
Judie Hand
Jim McWilliams
Roz Seelig
Rivka Schoenfeld
Constance Wolfe

Sincerely yours,
Mulle J Steis

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10 DOWNTOWN
10 YEARS
AT P.S. 1

For your convenience and speed, we have prepared this sheet. Please answer questions and return to MERLE STEIR

c/o THE CLOCKTOWER
108 LEONARD STREET
(13th floor)
NYC 10013

YOUR NAME:

YEAR:

I WILL PARTICIPATE IN THE P.S. 1 SHOW yes _____ no _____

TITLE OF WORK:

SIZE:

VALUE FOR INSURANCE PURPOSES: \$\$

I CAN DELIVER THE WORK MYSELF yes _____ no _____

I WILL NEED TO MAKE SPECIAL DELIVERY ARRANGEMENTS DUE TO PERSONAL SCHEDULE, ETC.
yes _____ no _____

I HAVE PAID \$\$_ OF THE \$50.00 REQUESTED.

CHECK AMOUNT ENCLOSED \$\$_

INFORMATION RE. MISSING ARTISTS:
(see list enclosed)

signature

date

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TEN YEARS OF TEN DOWNTOWN

Catalogue Committee

Dear Artist:

Three separate events will be taking place this fall to celebrate the tenth anniversary of "Ten Downtown." There will be a show in September at P.S. 1, a documentary show in November at 112 Greene Street, and a catalogue with a text by Lawrence Alloway covering the Ten Downtown phenomenon, and including a photograph of each artist's work, and a brief biography of the artist.

This letter is being sent to you by the Catalogue Committee, whose chairperson is Tom Kendall of the 1975 Ten Downtown. We need your cooperation in filling out and checking the accuracy of the enclosed forms so that we can organize the catalogue information in time to have the catalogue printed by November's show. PLEASE RETURN THESE SHEETS TO TOM KENDALL, 117 Hester St. NYC 10002.

Enclosed you will find two xeroxed sheets. One is a xerox of a photograph which we assume is taken from an object exhibited in your Ten Downtown show, and the second sheet is a "bio" form.

If no copy of a photograph is included, or if the one included is unacceptable, please send us an 8"x10" glossy black-and-white photograph of one of your Ten Downtown works with your completed "bio" information form. Please see that the following correct information is printed on the back of the photograph or xeroxed copy:

name of artist
present address
which end of photograph is top
title of work
dimensions of work
media
In what collection is piece (e.g. Collection of Mr. and Mrs. Jones;
Artist's Collection; Work Destroyed, etc.)

It is essential that the photograph be of a work from your Ten Downtown exhibition in order to insure the historical accuracy of the catalogue.

In the catalogue, the "bio" information will be allowed a maximum of eight lines with an average of ten words per line. Please be sure that the information is clearly legible, as it must go directly to the printer in the form which you fill out.

Mr. Alloway has also requested a short personal comment on your work. (Maximum seventy-five words.)

Finally, copies of all publicity concerning your year's exhibition are needed. Please list all the press coverage that you know of. Include the name of the publication, the author, date and page, and a copy of the article, if you have one.

This information is URGENTLY needed by July 15, (Or by July 30 for those living outside NYC) if the catalogue is to be printed in time for distribution at the November show. The catalogue's accuracy and effectiveness depend of the thoroughness and rapidity of your response.

Thank you for your time and cooperation.

The Ten Downtown Catalogue Committee
Tom Kendall 117 Hester Street 966-4132
William Kopp 111 Hudson Street 966-1723
Meredith Johnson 362 Broadway 925-3409

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THE INSTITUTE FOR **ART AND URBAN RESOURCES**, INC. EXECUTIVE OFFICE: THE CLOCKTOWER, 108 LEONARD ST., NEW YORK, N.Y. 10013
AREA CODE 212/233-1096 BRENDAN GILL, CHAIRMAN OF THE BOARD OF DIRECTORS ALANNA HEISS, PRESIDENT AND EXECUTIVE DIRECTOR
PROJECTS: WORKSPACE / PROJECT STUDIOS ONE (P.S. 1) / THE CLOCKTOWER / NEW URBAN LANDSCAPES / SURPLUS MATERIALS

VICE PRESIDENT AND DIRECTOR OF PLANNING AND DEVELOPMENT

July 18, 1977

Mr. Merle Steir
Coordinator, 10 DOWNTOWN
237 Centre Street
New York, N.Y. 10013

re: 10 DOWNTOWN/P.S.1 Group Exhibition Center, September 11,
1977 - October 1977

Dear Merle:

This letter will summarize our conversations and meetings of June 29 and July 5, 1977. It is understood and agreed that the 10 DOWNTOWN Exhibition will be:

Sponsored by: Institute for ART & URBAN RESOURCES

Installation & essay by: Lawrence Alloway

Works selected: individually by artists who showed
their work

Supported by grants from: NYSCA
10 DOWNTOWN Artists

The Institute for ART & URBAN RESOURCES will provide for 10 DOWNTOWN the 8,000 square foot group exhibition center at Project Studios One (P.S.1), 46-01 21st St., Long Island City, Queens. Maintenance, utilities, and security will be provided as well as an office facility adjacent to the exhibition wing. 10 DOWNTOWN will be responsible through the grants it receives for all other costs related to the exhibition including, but not limited to, the following areas:

10 DOWNTOWN Coordinator: Gloria Klein

Exhibition Coordinator: Merle Steir

All press releases, correspondence or advertising will be
initially approved by 10 DOWNTOWN Coordinator.../2
Institute for ART & URBAN RESOURCES Executive Staff.

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- Advertising
- Press list
- Insurance
- Opening
- Poster (printing & sniping)
- Invitations
- Installation/equipment rentals
- Installing the exhibition
- Dismantling/dispersing the exhibition
- Restoring exhibition spaces for the following exhibition

In regards to insurance, a rider may be added to our existing policy. Groups and materials must be provided for installing, dismantling of the exhibition, as well as for restoration of the spaces in time for the subsequent exhibition.

In any catalogues copyrighted and published by either 10 DOWNTOWN or the Institute for ART & URBAN RESOURCES credits will be given in the following manner:

Sponsored by: Institute for ART & URBAN RESOURCES
Installation & essay by: Lawrence Alloway
Supported by grants from: NYSCA
10 DOWNTOWN Artists

All correspondence for the exhibition will be on the Institute for ART & URBAN RESOURCES letterhead, signed by an Institute executive staff member, Gloria Klein, Ann Sharp or Merle Steir.

Credits for press releases will be as follows:

Press Contact:

Ann Sharp
233-1096
473-7742

Linda Blumberg
233-1096

10 DOWNTOWN Coordinator: Gloria Klein

Exhibition Coordinator: Merle Steir

All press releases, correspondence or advertising will be mutually approved by 10 DOWNTOWN Coordinators and the Institute for ART & URBAN RESOURCES Executive staff.

The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
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The announcement/invitation for the exhibition will follow the format of the Institute for ART & URBAN RESOURCES's May 1977 Painting Show, indicating exhibition title, dates, location and support received for P.S.1 by the Institute. Additional funding sources for 10 DOWNTOWN will also be credited.

Please indicate your agreement and obligation to these guidelines set forth above by signing below.

Read and agreed to by:

Merle Steir
10 DOWNTOWN Exhibition Coordinator

10 DOWNTOWN P.S.1 Group Exhibition Center, September 11, 1977 - October 1977

Sponsored by: Institute for ART & URBAN RESOURCES
Documentation & essay by: Lawrence Alloway
Group selected by artists who showed
Supported by grants from: GPCA
10 DOWNTOWN Artists

The Institute for ART & URBAN RESOURCES will provide for 10 DOWNTOWN the 2,000 square foot group exhibition center at Project Studios One (P.S.1), 45-01 21st St., Long Island City, Queens. Maintenance, utilities, and security will be provided as well as an office facility adjacent to the exhibition wing. 10 DOWNTOWN will be responsible through the month it remains for all other costs related to the exhibition including, but not limited to, the following:

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- Advertising
- Press list
- Insurance
- Opening
- Poster (printing & shipping)

July 18, 1977

Mr. Merle Steir
Coordinator, 10 DOWNTOWN
237 Centre Street
New York, N.Y. 10013

re: 10 DOWNTOWN/P.S.1 Group Exhibition Center, September 11,
1977 - October 1977

Dear Merle:

This letter will summarize our conversations and meetings of June 29 and July 5, 1977. It is understood and agreed that the 10 DOWNTOWN Exhibition will be:

Sponsored by: Institute for ART & URBAN RESOURCES

Installation & essay by: Lawrence Alloway

Works selected: individually by artists who showed their work

Supported by grants from: NYSCA

The Institute for ART & URBAN RESOURCES will provide for 10 DOWNTOWN the 8,000 square foot group exhibition center at Project Studios One (P.S.1), 46-01 21st St., Long Island City, Queens. Maintenance, utilities, and security will be provided as well as an office facility adjacent to the exhibition wing. 10 DOWNTOWN will be responsible through the grants it receives for all other costs related to the exhibition including, but not limited to, the following areas:

10 DOWNTOWN Coordinator: Gloria Klein

Exhibition Coordinator: Merle Steir

All press releases, correspondence or advertising will be mutually approved by 10 DOWNTOWN Coordinators and 1/2 Institute for ART & URBAN RESOURCES Executive staff.

The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
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The announcement/invitation for the exhibition will follow the format of the Institute for ART & URBAN RESOURCES's May 1977 Painting Show, indicating exhibition title, dates, location and support received for P.S.1 by the Institute. Additional funds from resources for 10 DOWNTOWN will also be credited.

Please indicate your agreement and obligation to these guidelines set forth above by signing below. 1/16/78

Dear Stephen

Read and agreed to by: *you*

I received a call from Bill Coston ~~by wondering what had happened to his insurance claim.~~
 I thought you had already been in touch with him. Also I heard there was a \$100 deductible on the insurance claim. This to me seems absurd - ~~but not~~ only because we weren't informed but because it's out work not a car.

If we had known we would have made it for more. The idea of the negotiated settlements was to make it easy for everyone, but our low estimates are wiped out by the \$100 deductible. Can you do something for Coston & Keister. Please let me know what happens. Thanks. Merle

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MERLE STEIR
237 CENTRE
NYC 10013

Dear Stephen

1/6/78

Happy New Year -

I received a call from Bill Custon the other day wondering what had happened to his damage claim. I thought you had already been in touch with them. Also I heard there was a \$100 deductible on the insurance claims. This to me seems absurd - ~~it~~ not only because we weren't informed but because it's out work not a car.

If we had known we would have made it for more. The idea of the negotiated settlements was to make it easy for everyone, now our low estimates are wiped out by the \$100 deductible. Can you do something for Custon & Kessler.

Please let me know what happens. Thanks. Merle

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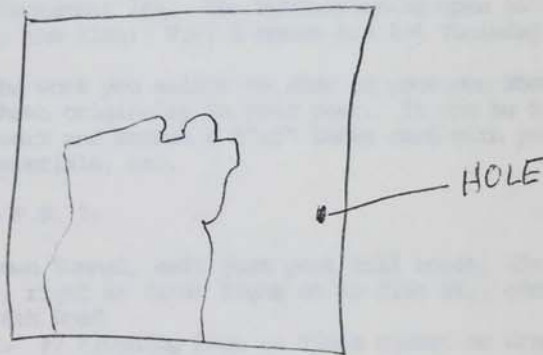
10/21/77

Dear Merle,

When I picked up my painting from the 10 Downtown show at P.S.1, there was a hole punched through it. I asked the custodian about it and he said that he had noticed it previous to my picking it up.

I can have it repaired for \$100.00.

Diagram of painting and location of damage.



Thanks a lot.

bill creston
727 ave. of the americas
new york, n. y. 10010

Bill Creston

P.S. Please let me know when you receive this. There were two addresses in the phone book. Hopefully this was the right one.

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TEN DOWNTOWN - 10 YEARS AT P.S. 1

RECEPTION & OPENING 3-6PM SUNDAY SEPTEMBER 11th, 1977 at P.S. 1

Dear Ten Downtown Member:

22 August, 1977

Our Exhibition at P.S. 1 is proceeding well. Over 70 of us have given their consent and returned the form with some portion of the requested \$50. contribution.

Each artist will be responsible for delivering his/her own piece of work to P.S. 1 (Girl's Entrance) at 46-01 21st Street, Long Island City, Queens, between the hours of 10 to 6 from Wednesday, August 31st through Friday, September 2nd and during the following week, on Tuesday, September 6th and Wednesday, September 7th, also from 10 to 6.

Lawrence Alloway with the help of a Ten Downtown Installation Committee, headed by Lynn Mayo and George Cole, will begin installing the Exhibition on Wednesday September 7th. The Exhibition is open to the public from 1 PM on Sunday the 11th. P.S. 1 hours are 1-6 Thursday through Sunday.

Once again, the work you select to show is your own choice and it need not be work shown originally in your year. It can be recent work. Please label work and attach a 3"x5" index card with your name, title, dimensions, materials, etc.

DIRECTIONS TO P.S. 1:

BY CAR: Midtown Tunnel, exit just past toll booth, 21st St. and Van Alst, right at first light on to 21st St., continue 3 blocks to 46th Road

BY SUBWAY: 1. #7 Flushing Line at Times Square or Grand Central to Hunter's Point exit
2. E or F Train to 23rd St./Ely Avenue exit. Walk three blocks

All delivery and pick up as well as any cost is the responsibility of the individual artist. We have neither the funds or the manpower to organize a mass pick up of work. It seemed easier and more practical for each person or a group of friends to work it out within the delivery times noted. Someone will be there to sign in and accept the work.

At the conclusion of the show all work will have to be removed from P.S. 1 on October 3rd or 4th to allow time for clean up and installation of the following show.

Works will be insured during the course of the Exhibition and a gallery attendant will be present when the show is open to the public.

POSTERS AND INVITATIONS have gone to the printer. Posters will be pasted up outdoors around NYC. Invitations will be mailed to a basic list of 2000 provided by the Institute for Art and Urban Resources. You can pick up 100 invitations for your personal list at the Clocktower, 108 Leonard Street, or at P.S. 1, when you deliver your work.

If you have not yet returned your participation form and \$50. contribution please do so. If you are short of cash, let us know if you will be submitting a piece and paying later. If you have misplaced your form just

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10 DOWNTOWN
10 YEARS
AT P.S. 1

For your convenience and speed, we have prepared this sheet. Please answer questions and return to MERLE STEIR

c/o THE CLOCKTOWER
108 LEONARD STREET
(13th floor)
NYC 10013

YOUR NAME:

YEAR:

I WILL PARTICIPATE IN THE P.S. 1 SHOW yes _____ no _____

TITLE OF WORK:

SIZE:

VALUE FOR INSURANCE PURPOSES: \$\$ _____

I CAN DELIVER THE WORK MYSELF yes _____ no _____

I WILL NEED TO MAKE SPECIAL DELIVERY ARRANGEMENTS DUE TO PERSONAL SCHEDULE, ETC.
yes _____ no _____

I HAVE PAID \$\$ _____ OF THE \$50.00 REQUESTED.

CHECK AMOUNT ENCLOSED \$\$ _____

INFORMATION RE. MISSING ARTISTS:
(see list enclosed)

signature

date

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PRESS RELEASE *DRAFT*

TEN DOWNTOWN TEN YEARS

Ten years ago ten artists living in lofts downtown banded together to challenge the monopoly of the exhibition and sales of art by the uptown galleries. The raw rock protest movements of the sixties finally reached and shattered the cloistered confines of the uptown establishment. An explosion of energy, effort and art blew away the facade of Madison Avenue. Blowing in the wind of the sixties was the realization that the work didn't end when the brush was laid down. To do art was to show art. To do your own thing meant to do everything.

If the uptown galleries were to few their spaces were also to tight and cramped for the raw energy brewing downtown. Painters and sculptors no longer bent over easels or labored over pedestals. A time of massive marches and mammoth rock concerts demanded paintings and sculptures of equal scale to capture the boundless involvement of the sixties.

It required space. And just below Houston Street they found it in the vacant lofts of a declining forgotten commercial neighborhood. Like many other protest actions it was also illegal in the statutes of the times. Countless hours were spent in the corridors of the bureaucracy to enable one to place that small black and white plaque on the door with the letters A.I.R. and the floor number. The Fire Department wanted to know what floor had an Artist In Residence in case of a fire. It was a doomed dilapidated neighborhood more likely to burn down than to rise up to be SOHO.

And so they ^{got} together, Creston, Jorgensen, Van de Bovenkamp, Baringer, Golub, Wiegand, Tobias, Ginnever, Montgomery, and Aptekar and called themselves TEN DOWNTOWN. They all had magnificent space to show in their large loft studios so they only had to put out an invitation, paste up some posters and send out their press release to invite the public to come see today's work today. In three weekends 6000 people trooped through their studios. It was a stupendous success. Unheard of.

As it began it continued. Each year a new group of ten taking up the concept and after the Spring loft openings passing it on to a new group of ten. A unique non-institutional institution of independent artists keeping the concept alive and thriving for ten years. Much was begun in the sixties- little of it still remains.

From TEN DOWNTOWN also came SOHO. In a few years West Broadway was the scene of a thriving new art community. Galleries, both co-op and private, lined the streets; bars, boutiques and barbershops weren't far behind. If it wasn't nirvana at least it was a whole new world in which to work. TEN DOWNTOWN reasserted the primacy of the artist, the stranglehold of the uptown galleries was broken and the ~~energy~~ ~~energy~~ energy released spread out to irrigate whole fields of new ideas and alternative actions.

(more)

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page 2 TEN DOWNTOWN TEN YEARS PRESS RELEASE

One of the most dynamic of these alternative art efforts was the founding in 1971 of The Institute for Urban Art and Resources located in the Clocktower at 108 Leonard Street. Variousy funded by public and private sources the Institute is a non-profit organization devoted to supporting, encouraging, and servicing the art community in ways unheard of 10 years ago.

And so it is with great pleasure and pride that we invite you to join us in celebrating the opening of TEN DOWNTOWN TEN YEARS at PS 1 on Sunday, September 11th from 1 to 6 PM. The noted art historian and critic, Mr. Lawrence Alloway, who is currently preparing an extensive catalog reviewing and appraising the TEN DOWNTOWN phenomenon will design and install the exhibition. In keeping with the independent tradition of TEN DOWNTOWN, each of the 100 artists involved will submit one piece of work that they feel is relevant to this contemporary commemorative exhibition.

The new Exhibition Galleries at PS 1 are the largest non-museum space available in the city. It is appropriate that TEN DOWNTOWN TEN YEARS take place at PS 1. This beautiful old school lay abandoned and decaying until the Institute reclaimed it ~~from the city~~ and restored it to provide not only a very large Exhibition Galleries, but studio and performance spaces as well for artists from all over the city. PS 1 is located at 21st St and 46th Road in Long Island City, Queens, only minuets away from ~~the~~ Times Square..

We look forward to seeing you. If any additional information is required please call Merle Steir (233-1096) or Ann Sharp (473-7742)

TEN DOWNTOWN TEN YEARS at PS 1 Sept 11 Through Oct 2
Thurs Through Sundays 1-6 pm.

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10 DOWN TOWN ● TEN YEARS ● AT P.S.1

THE INSTITUTE FOR ART & URBAN RESOURCES
PRESENT AN EXHIBITION CELEBRATING THE
TEN YEARS OF 10 DOWNTOWN.

INSTALLATION BY LAWRENCE ALLOWAY.

AT PROJECTS STUDIOS ONE (P.S.1) —
46-01 21ST. LONG ISLAND CITY, QUEENS, N.Y.
FROM SEPT. 11, THROUGH OCT. 2, 1977

HOURS: 1-6 PM THURSDAY THRU SUNDAY.
RECEPTION SUNDAY SEPTEMBER 11, 3-6 PM.