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THE INSTITUTE
FOR ART AND
URBAN RESOURCES, INC.

Executive Office 11 John Street NYC, NY 10038
Clocktower Office 108 Leonard Street NYC NY 10013
Area Code (212) 233-1096

June 4, 1975

PRESS RELEASE

THE INSTITUTE FOR ART AND URBAN RESOURCES
AT THE IDEA WAREHOUSE 22 READE STREET

JERRY HOVAGIMYAN

June 11 and 12

Opening June 11 4-6 P.M.

Idea Warehouse 22 Reade st.

Installation 1-6 P.M.

"Thought Medals" Folded drawings - architecture within architecture,
color code system

March 29 to April 5

Monday - Friday

Noon to 3 pm.

132 West 43rd Street, New York

entrance through lobby

The organization of the Office of the Director of the
Gallery, New York, has been established as a
non-profit corporation with 132 West 43rd Street

Brendan Gill, Chairman of the Board of Directors
Alanna Hess, Executive Director

Projects: Workspace, Clocktower, Idea Warehouse, Coney Island Factory

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Area Code (212) 233-1096

FOR IMMEDIATE

TO THE PRESS

For further information, please call 233-1096

The Institute for Art and Urban Resources will work by exhibiting the exhibition at 43rd Street by the Downtown

Saul Ostrow will show his work at the location of the work which is an individual

Simultaneous exhibitions at Bykert Gallery involving the views of the

The Institute for Art and Urban Resources three years ago in other than the manner in which first occurred

The Durst Organization has generously undertaken two years of midtown art

"Work for the Unemployed" until 7 p.m.

SAUL OSTROW
"Work for the Unemployed"
132 West 43rd Street
March 29 - April 9
Monday to Friday
Noon - 7 p.m.

The Institute for Art and Urban Resources
presents

A Special Midtown Project

[A] (A) Work for the Unemployed

(Everybody's Autobiography—a response to G. Stein)

by

SAUL OSTROW

March 29 to April 9

Monday — Friday

Noon to 7 p.m.

132 West 43rd Street, New York
entrance through lobby

The co-operation of the Durst Organization and Bykert Gallery has made this project possible. For further information please call 233-1096 or 988-5220.

PLEASE PLACE IN LISTINGS UNDER MUSEUMS

Brendan Gill, Chairman of the Board of Directors
Alanna Hess, Executive Director

Projects: Workspace, Clocktower, Idea Warehouse, Conky Island Factory,

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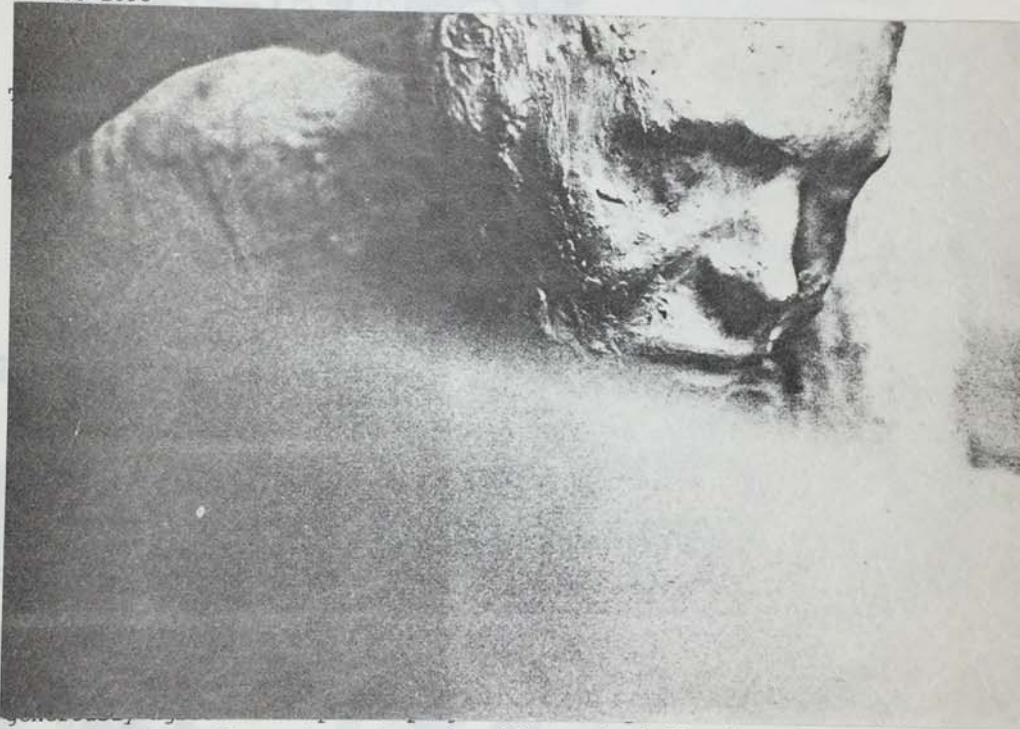
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FOR IMMEDIATE RELEASE

March 8, 1976

TO THE LISTINGS EDITOR

For further information:
please call Linda Blumberg
233-1096



has undertaken other art projects in midtown, including the sponsorship two years ago of an exhibition of work by artists living and working in the midtown area.

"Work for the Unemployed" will be open Mondays through Fridays from noon until 7 p.m.

SAUL OSTROW
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March 29 - April 9
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**CHARLEMAGNE
PALESTINE**

**CAROL
PARKER**



dual installation

IDEA WAREHOUSE 22 READE ST
N.Y.C. 6th floor

Dec. 20-31 Tues.-Sat. 2-6 p.m.

Reception Sat. Dec 20th 6-8 pm

Institute for Art & Urban Resources Series

generously agreed to help this project. In the past, The Durst Organization has undertaken other art projects in midtown, including the sponsorship two years ago of an exhibition of work by artists living and working in the midtown area.

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233-1096

CONCEPTUAL ART IN A WEST 43rd STREET STOREFRONT

The Institute for Art and Urban Resources is sponsoring an exhibition of work by artist Saul Ostrow which will be held from March 29th to April 9th. The exhibition will take place in a ground floor storefront at 132 West 43rd Street. The space is being donated to the Institute for two weeks by the Durst Organization.

Saul Ostrow is 28 years old. He was born and now lives in New York. He will show a piece from 1975 called "Work for the Unemployed". The store location of this piece provides the only concrete, visual aspect of the work which, in addition, consists of a half-hour long tape and the presence of an individual "employed" to play the tape and supervise the space.

Simultaneous to this exhibition Ostrow will show earlier works at the Bykert Gallery, 24 East 81st Street. Ostrow's art is conceptual in nature - involving visual props, tape recorded texts and, at times, participation by the viewer.

The Institute for Art and Urban Resources has been involved for the last three years in expanding the possibilities of showing art in urban spaces other than museums and galleries. The use of an empty storefront in this manner is typical of the Institute's aims and activities. This marks the first occasion of Institute activity in the midtown area.

The Durst Organization, extremely active in midtown real estate, has generously agreed to help this project. In the past, The Durst Organization has undertaken other art projects in midtown, including the sponsorship two years ago of an exhibition of work by artists living and working in the midtown area.

"Work for the Unemployed" will be open Mondays through Fridays from noon until 7 p.m.

SAUL OSTROW
"Work for the Unemployed"
132 West 43rd Street
March 29 - April 9
Monday to Friday
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PLEASE PLACE IN LISTINGS UNDER MUSEUMS

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Alanna Hess, Executive Director

Projects: Workspace, Clocktower, Idea Warehouse, Conker Island Factor,

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January 20, 1976

FOR IMMEDIATE RELEASE:

TO THE LISTINGS EDITOR

FIVE THURSDAY POETRY READINGS AT THE CLOCKTOWER

The Institute for Art and Urban Resources

FIVE THURSDAY POETRY READINGS AT THE CLOCKTOWER



SUPPORTED BY GRANTS FROM POETS AND WRITERS AND NY'S COUNCIL ON THE ARTS

ORGANIZED BY TED GREENWALD

FEBRUARY	12	JOHN GIORNO
	19	GERARD MALANGA
8:30 PM	26	SUSAN HOWE
MARCH	4	TONY TOWLE
#2 CONTRIBUTION	11	ANDY GRUNDBERG

THE INSTITUTE FOR ART AND URBAN RESOURCES 108 LEONARD ST.

Clocktower, Idea Warehouse and Coney Island Factory. For further information, please call Linda Blumberg, 233-1096.

PLEASE PLACE IN LISTINGS UNDER MUSEUMS

Brendan Gill, Chairman of the Board of Trustees
Gianna Hess, Executive Director

Page 11: 15 minutes of Clocktower and Idea Warehouse Coney Island Factory

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THE INSTITUTE
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Clocktower Office 108 Leonard Street, New York, NY 10013
Area Code (212) 233-1096

January 20, 1976

FOR IMMEDIATE RELEASE:

TO THE LISTINGS EDITOR

FIVE THURSDAY POETRY READINGS AT THE CLOCKTOWER

The Institute for Art and Urban Resources, at the Clocktower, 108 Leonard Street, is presenting five poetry readings on Thursday evenings at 8:30 (Contribution \$2.00). The dates and the poets are:

February 12 - JOHN GIORNO

John Giorno is the author of several books the latest of which is Cancer In My Left Ball. He is the producer of the Dial-A-Poem records.

February 19 - GERARD MALANGA

Gerard Malanga is a poet, photographer, and filmmaker. His two most recent books of poetry are Rosebud and Incarnations.

February 26 - SUSAN HOWE

Susan Howe is a poet and artist. She also is the producer of a series of poetry readings on WBAI. Her most recent books of poems are Hinge Picture and The Circumnavigator. (forthcoming)

March 4 - TONY TOWLE

Tony Towle received the Frank O'Hara prize for his book North. Also available is Lines For The New Year: Poems 1963-65.

March 11 - ANDY GRUNDBERG

Andy Grundberg is a poet and photographer. His books are The Piedmont Manifest and Fever Coast.

These readings, organized by Ted Greenwald, are supported by grants from Poets and Writers, Inc., and New York State Council On The Arts. The Clocktower is the exhibition space of The Institute for Art and Urban Resources, Inc. The Institute is a non-profit organization which includes the following projects: Workspace, Clocktower, Idea Warehouse and Coney Island Factory. For further information, please call Linda Blumberg, 233-1096.

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Brendin Gill, Chairman of the Board of Directors
Alanna Hess, Executive Director

Project: Workshop & Coop. at 108 Leonard Street, New York, NY 10013

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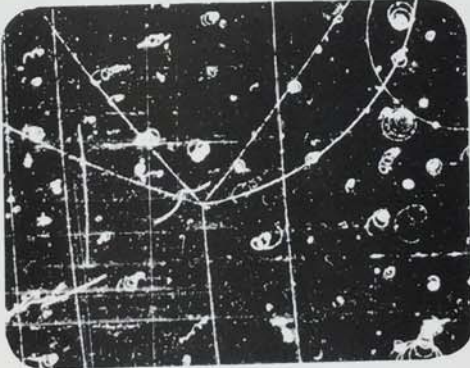
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FOR IMMEDIATE RELEASE

September 26, 1975

"THE NEUTRON READINGS"
"LIGHTS: on/off"
by JAREDBARK



AT IDEA WAREHOUSE 22 READE
SPONSORED BY THE INSTITUTE
FOR ART AND URBAN RESOURCES
"NEUTRON" - FRI, 10/10 THURS, 10/16 SAT, 10/18
"LIGHTS" - SAT, 10/11 FRI, 10/17 8:30 p.m.
RESERVATIONS 233-1096
MADE POSSIBLE IN PART BY SUPPORT OF CAPS

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Brendan Gill Chairman of the Board of Directors
Alanna Hess Executive Director

Projects: Workshop: Clocktower Idea Warehouse, Conny Island Factor,

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FOR IMMEDIATE RELEASE

June 10, 1975

FOR IMMEDIATE RELEASE

September 26, 1975

The Institute for Art and Urban Resources has organized a special exhibit: JARED BARK AT THE IDEA WAREHOUSE at the Idea Warehouse, 22 Reade Street, New York City. The Idea Warehouse located at 22 Reade Street and will continue to be open.

JARED BARK, artist and performer will perform a new work "The Neutron Readings" at the Idea Warehouse, 22 Reade Street on October 10, 16 and 18, 1975 at 8:30 P.M. In addition, Mr Bark will perform "Lights: on/off" on October 11th and 17th also at the Idea Warehouse at 8:30 P.M.

Mr. Bark's performances, which include films, slides, video tapes as well as live performances, are concerned with the general relationships between art and physical science. The subjects he treats are among others, elementary particle interaction, nuclear fission, Mallarme's poem "Un Coup De Des Jamais N'Abolira Le Hasards" and wave particle complementarity. The work however, is more personally expressed than didactic.

The Performances are sponsored by the Institute for Art and Urban Resources, at their experimental performance center, "The Idea Warehouse".

Reservations can be made by calling - 233-1096 - there will be a contribution of \$2.00.

For further information call

Linda Blumberg
Program Director

Brendan Gill Chairman of the Board of Directors
Alonnia Hess Executive Director

Projects: Workshop, Clocktower, Idea Warehouse, Conny, Land Factory.

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FOR IMMEDIATE RELEASE:

June 10, 1975

The Institute for Art and Urban Resources has organized a special exhibition/performance series entitled "Ideas at the Idea Warehouse". It will open June 16th, 1975 at the Idea Warehouse located at 22 Reade Street and will continue through July 11.

There are 23 artists in the show, which includes both performances and installations. The show reflects the wide range of activities currently seen in the New York art world, with particular emphasis on the interests of younger artists. The projects range from Robin Winter's participatory theater piece to Anthony McCall's solid light films.

A catalogue of the show with an introduction by Peter Frank is available at the Warehouse.

FOR FURTHER INFORMATION :

Contact: Linda Blumberg 233-1096

Brendan Gill, Chairman of the Board of Directors
Alanna Hess, Executive Director

Projects: Workshop, Clocktower, Idea Warehouse, Corner Band Project

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**DOUGLAS
DAVIS
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OBJECT
(UNVEILED)**

**THE
IDEA
WAREHOUSE
22 READE ST
MAY 5-17
1-9PM**

SPONSORED
BY THE INSTITUTE
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RESOURCES IN
CONJUNCTION
WITH
ROBERT
STEFANOTTY INC.

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FOR IMMEDIATE RELEASE:

April 30, 1975

DOUGLAS DAVIS AT THE IDEA WAREHOUSE

Douglas Davis, the innovative artist and theorist who has worked in videotape, performance, graphics, and objects, will be presenting an object entitled Images from the Present Tense II, beginning Monday, May 5, 1975 at the Idea Warehouse at 22 Reade Street, New York City. The presentation will be open Monday - Saturday, 1 p.m. to 9 p.m. and will continue through May 17th.

As of this writing, no one knows the nature of the object (including the sponsor). It is the second in a series originating with the iconic Images from the Present Tense I, a television faced to the wall, first shown in 1971. It will be unveiled on Monday May 5th. A dialogue between Douglas Davis and Gregory Battcock concerning the piece will be available at the Idea Warehouse as well as photographs of the object.

For further information call The Institute for Art and Urban Resources at 233-1096.

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Projects: Workspace, Clocktower, Idea Warehouse, Coney Island, Factor,

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FOR IMMEDIATE RELEASE:

APRIL 3, 1975

CHARLEMAGNE PALESTINE

CHARLEMAGNE PALESTINE

"Strumming Music for
Bösendorfer Piano"

April 11, 12, 13, 1975

At 9 P.M.

IDEA WAREHOUSE

22 Reade Street
New York

Sponsored by:
Sonnabend Gallery
The Institute for Art
and Urban Resources

CONTRIBUTION \$2.00

Gallery.

Brendan Gill Chairman of the Board of Directors
Alanna Hess Executive Director

Projects: Workspace, Clocktower, Idea Warehouse, Conix, Island Factor.

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FOR IMMEDIATE RELEASE:

APRIL 3, 1975

CHARLEMAGNE PALESTINE AT THE IDEA WAREHOUSE

Charlemagne Palestine, the contemporary American composer, whose works have been performed all over Europe, Canada, and the United States, will give three performances of his most recent work entitled "Strumming Music For Bosendorfer Piano".

This work is the culmination of a special technique which Mr. Palestine employs enabling him to achieve astoundingly complex orchestral-like textures from his instrument.

Mr. Palestine has just returned from a tour of France and Belgium where this work was acclaimed as the most important piano work of the decade.

This work will be performed on April 11th, 12th, and 13th at the Idea Warehouse, 22 Reade Street, New York City just north of Chambers Street and east of Broadway in the City Hall area of Manhattan. The concerts will begin at 9:00 P.M. and there will be a contribution of two dollars for each performance. No reservations will be accepted. These concerts are sponsored by The Institute for Art and Urban Resources in conjunction with Sonnabend Gallery.

Brendan Gill Chairman of the Board of Directors
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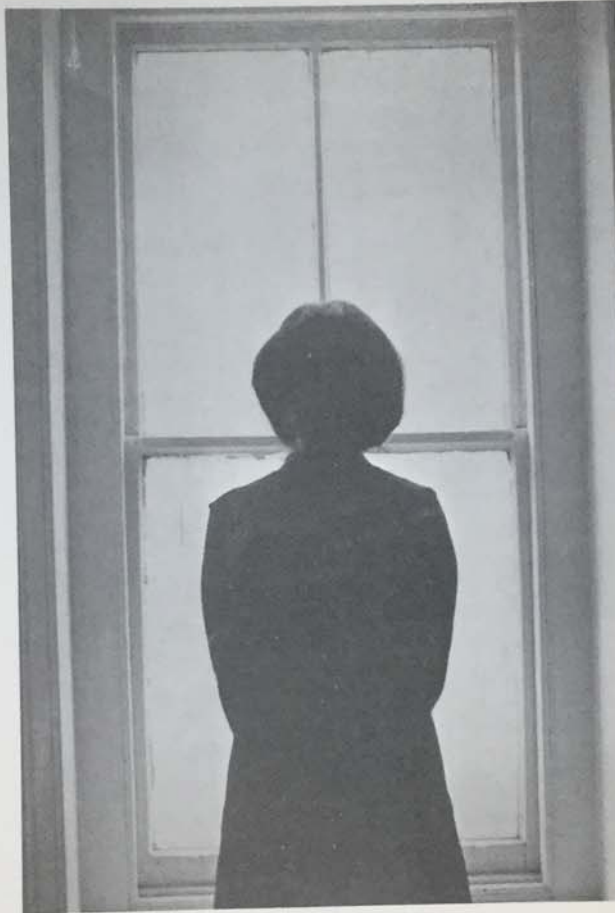
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SCOTT BURTON
NEW TABLEAUX — FIVE THEMES OF SOLITARY BEHAVIOR
THE IDEA WAREHOUSE
22 Reade Street, New York

Twelve performances — Tuesdays through Sundays
March 18-23 and 25-30, 1975 9 PM (length one hour)
Limited seating, tickets required 233-1096
Tableaux performed by Elke Solomon

Sponsored by
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Alanna Hess, Executive Director

Projects: Workspace, Clocktower, Idea Warehouse, Cony Island Falls,

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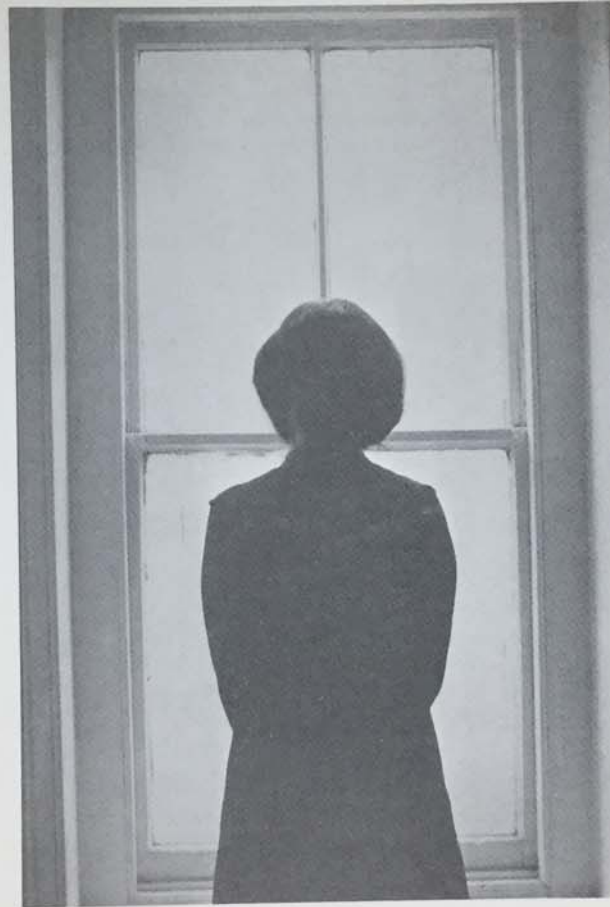
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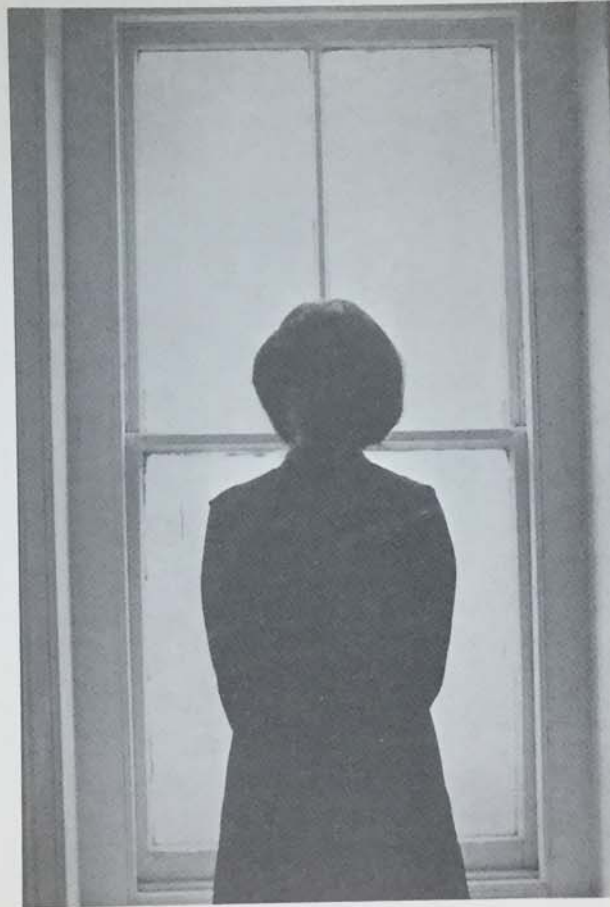
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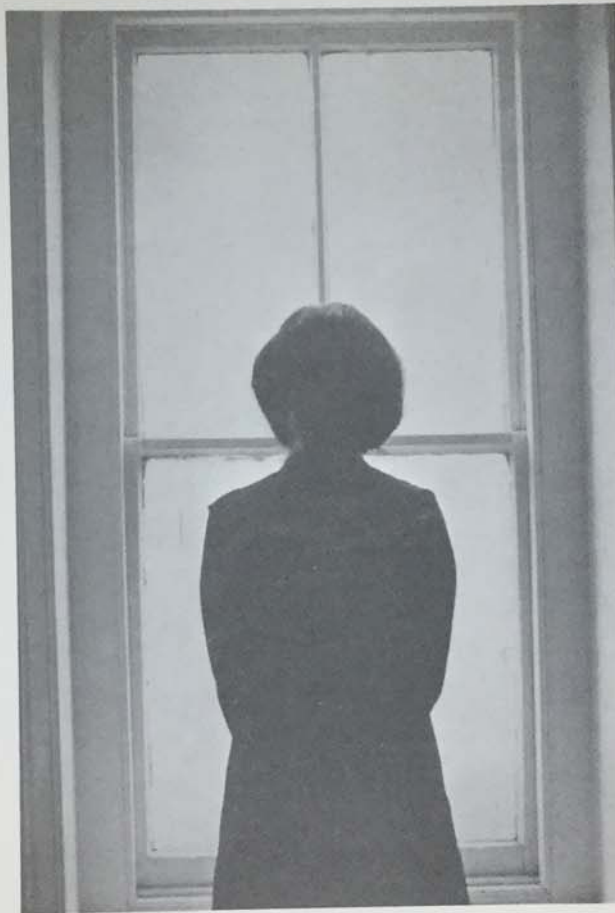
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Alanna Hess, Executive Director

Projects: Workspace, Clocktower, Idea Warehouse, Conk, Island Falls

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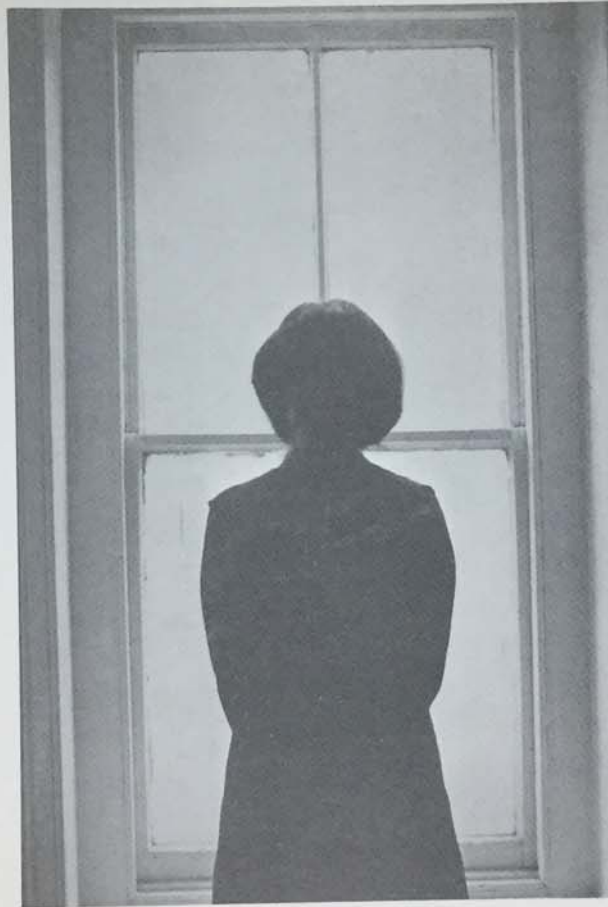
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SCOTT BURTON
NEW TABLEAUX — FIVE THEMES OF SOLITARY BEHAVIOR
THE IDEA WAREHOUSE
22 Reade Street, New York

Twelve performances — Tuesdays through Sundays
March 18-23 and 25-30, 1975 9 PM (length one hour)
Limited seating, tickets required 233-1096
Tableaux performed by Elke Solomon

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Alanna Hess, Executive Director

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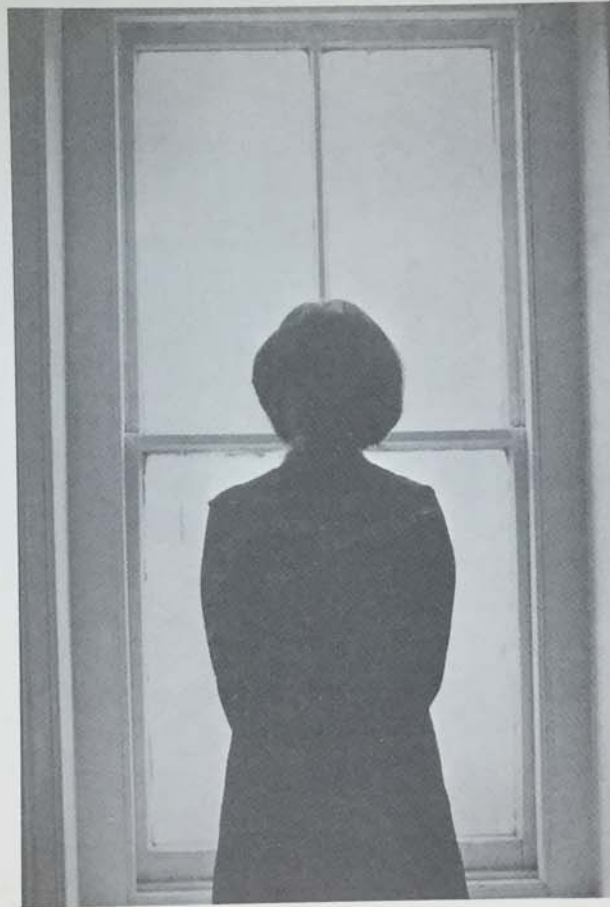
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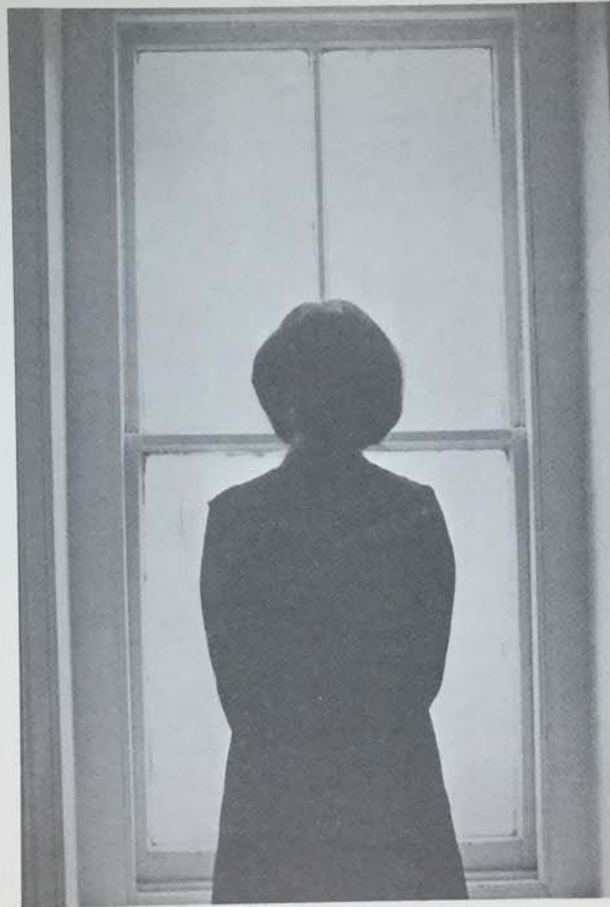
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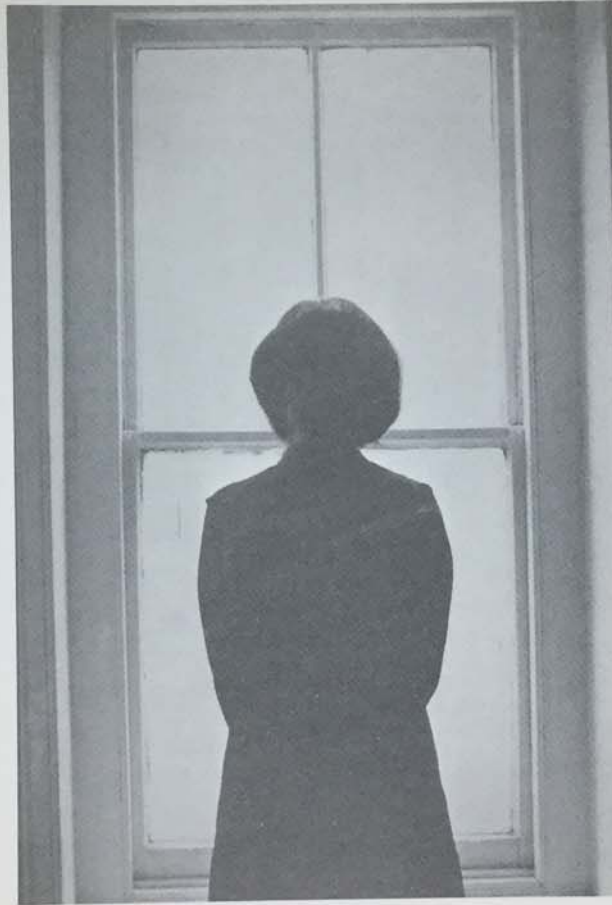
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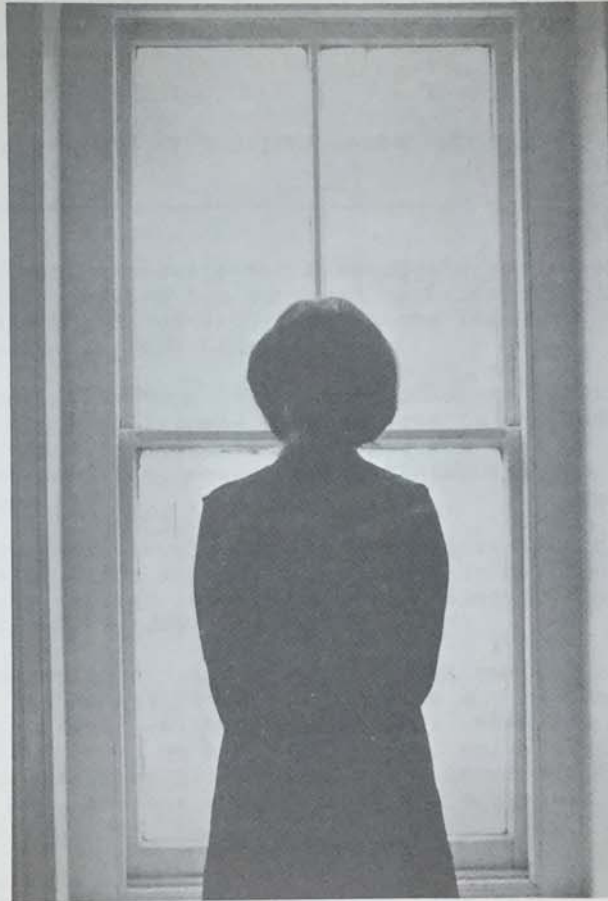
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FOR IMMEDIATE RELEASE

APRIL 22, 1975

SYLVIA WHITMAN AT THE IDEA WAREHOUSE

"SLINGSHOT"

Sylvia Whitman, the multi-media dance choreographer and performer will be giving two concerts on Friday May 2, at 8:30 p.m. and Saturday May 3, at 4:00 p.m. at the Idea Warehouse, 22 Reade Street, New York City.

The new work, "The Human Slingshot" involves an actual oversized slingshot which will throw dancers, one by one into a soft wall. The "Green Bag" includes eight people who will be suspended close to the ceiling, moved across the space, and lowered into a huge green bag.

The two new works involve the same consideration as her "Jump Up a Pyramid" piece which she performed in her concert at 541 Broadway earlier this fall. Anna Kisselgoff wrote in The New York Times, Sunday, October 13, 1974:

"Miss Whitman has her own brand of pungent humor, and the honesty of her subtleties and of the entire piece itself was most refreshing. When she calls a section 'Jump Up a Pyramid,' she really jumps as platform after platform is piled under her feet. By the end, she has indeed jumped up a pyramid under construction.

No reservations will be necessary. There will be a contribution of two dollars for each performance. For information call The Clocktower at 233-1096. These concerts are sponsored by The Institute for Art and Urban Resources.

Brendan Gill, Chairman of the Board of Directors
Alanna Hess, Executive Director

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FOR FRIENDS AND INVITED GUESTS OF
THE INSTITUTE FOR ART AND URBAN RESOURCES, INC.

MABOU MINES

PRESENTS A PRIVATE SHOWING OF

"THE RED HORSE ANIMATION"

8P.M. FEBRUARY 12, 1975

AT THE INSTITUTE'S NEW EXPERIMENTAL PERFORMANCE CENTER

IDEA WAREHOUSE

22 READE ST., FLR. 6, NEW YORK, N.Y. 10012

R.S.V.P.

233-1096

RECEPTION FOLLOWS

87 FRANKLIN ST., FLR. 5

Brendan Gill: Chairman of the Board of Directors
Alanna Hess: Executive Director

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Brendan Gill, Chairman
Lawrence Alloway
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Robert Rauschenberg

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87 FRANKLIN ST., FLR. 5

Brendan Gill, Chairman of the Board of Directors
Alanna Heiss, Executive Director

Phone: (712) 233-1096, 108 Leonard Street, New York, N.Y. 10003

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Brendan Gill Chairman of the Board of Directors
Alanna Heiss Executive Director

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January 26, 1975

FOR FRIENDS AND INVITED GUESTS OF

THE INSTITUTE FOR ART AND URBAN RESOURCES, INC.

MABOU MINES

PRESENTS A PRIVATE SHOWING OF

"THE RED HORSE ANIMATION"

8 P.M. FEBRUARY 12, 1975

AT THE INSTITUTE'S NEW EXPERIMENTAL PERFORMANCE CENTER

IDEA WAREHOUSE

22 READE ST., FLR. 6, NEW YORK, N.Y. 10012

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RECEPTION FOLLOWS
87 FRANKLIN ST., FLR. 5

Brendan Gill, Chairman of the Board of Directors
Alanna Hess, Executive Director

Projects: Workspace, Clocktower, Idea Warehouse, Conis Island Factory

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January 31, 1975

Dear Friends and Invited Guests:

Mabou Mines, called by Barbara Rose "one of the best and most original avante garde theatre groups working in America (N. Y. Magazine)," is the highly acclaimed theatre company begun in Paris by Lee Breuer in 1968. Touring museums and theatres in the United States and Europe for the past six years, the group has a unique repertoire of original works by the Company, collaborations with contemporary artists, and interpretations of Samuel Beckett.

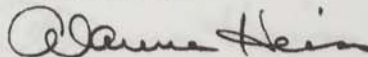
"The Red Horse Animation" was first presented as a "work-in-progress" at the Guggenheim Museum in November, 1970, and the final version premiered at the Whitney Museum of American Art in 1972. In the short span of five years, "The Red Horse Animation" has assumed a significant historical position in contemporary theatre.

The Institute for Art and Urban Resources is honored that Mabou Mines has allowed us, through this special presentation of "The Red Horse Animation," an opportunity to thank Friends of the Institute for their past assistance and support and to introduce to invited guests the Institute's new experimental performance center, the Idea Warehouse.

Other programs of the Institute include: WORKSPACE: CLOCKTOWER exhibition center; and CONEY ISLAND FACTORY. The Institute for Art and Urban Resources is a not-for-profit organization receiving financial assistance from The National Endowment for the Arts (Visual Arts Program), the New York State Council for the Arts (Visual Arts Program) and individual donors. Private contribution should be sent to The Institute for Art and Urban Resources, 11 John Street, New York, N. Y. 10038.

Institute programs in New York City happen with the cooperation of the City of New York, Mayor Abraham D. Beame. We wish to particularly thank the City Planning Commission, John E. Zuccotti, Chairman and the Office of Lower Manhattan Development, H. Claude Shostal, Director, for their assistance and cooperation.

Sincerely,



Alanna Heiss
Executive Director

Brendan Gill, Chairman of the Board of Directors
Alanna Heiss, Executive Director

Projects: Workspace, Clocktower, Idea Warehouse, Coney Island Factory

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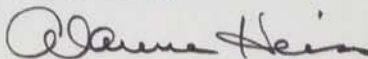
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Executive Director

Brendan Gill, Chairman of the Board of Directors
Alanna Heiss, Executive Director

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1971

May 21-24, 1971 Brooklyn Bridge Event

Carl Andre
Jed Bark
Bill Beckley
Mel Bochner
Bill Bollinger
Rudy Burckhardt
Dieter Froese
Tina Girouard
Philip Glass (performance) with:
Steve Chambers
Jon Gibson
Richard Landry
Arthur Murphy
Robert Prado

Anne Healy
Jene Highstein
Jeffrey Lew
Sol Lewitt
Mabou Mines Company (performance)-Lee Breur, Director with:
Dawn Gray
JoAnne Kalaitis
Ruth Maleczek

Gordon Matta Clark
Richard Nonas
Dennis Oppenheim
Jim Reineking
Dorothea Rockburne
Keith Sonnier
George Trakas

R. Van Buren

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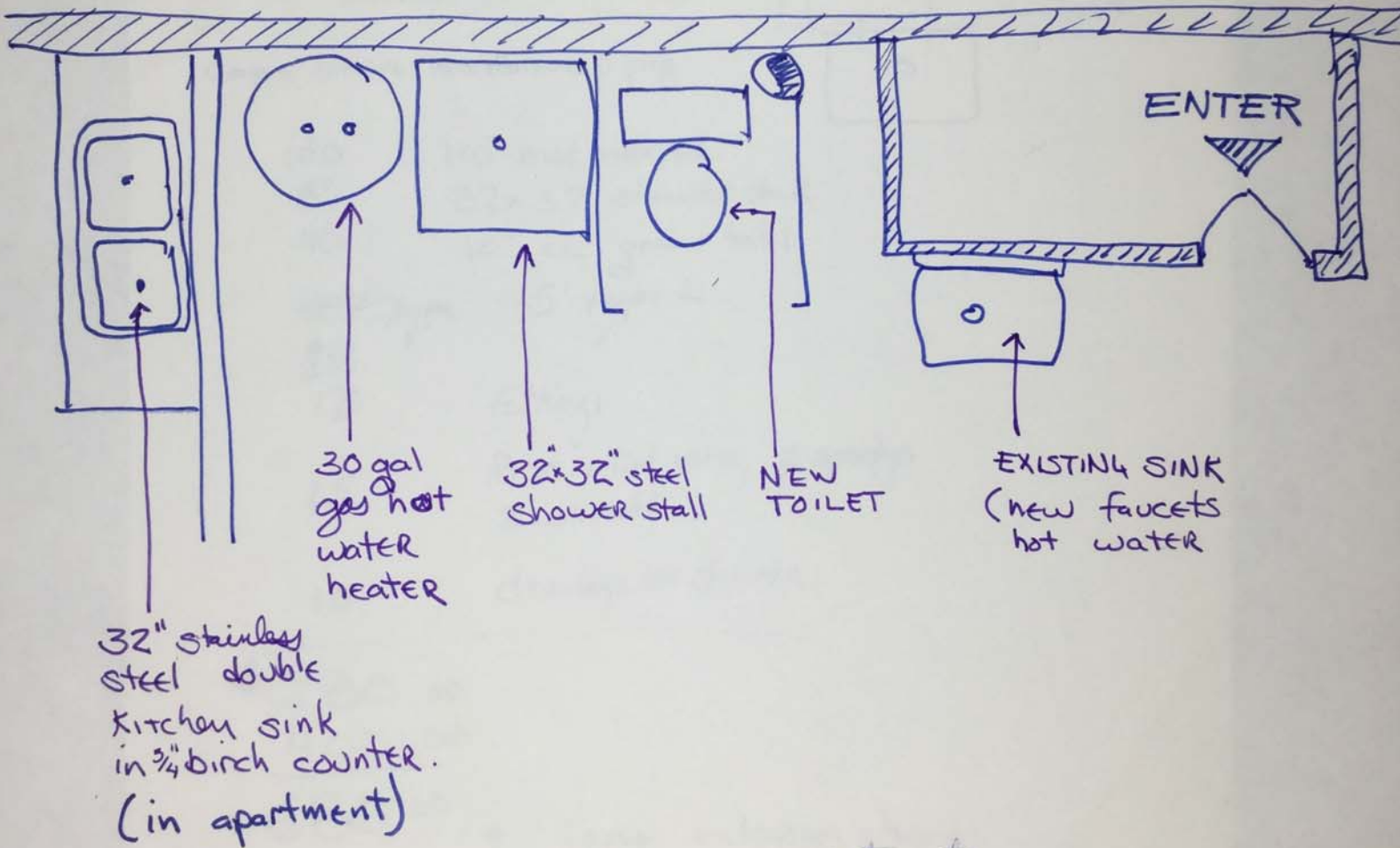
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BUDGET SYSTEM

from Judy -
Plumbing for 10 Bleeker St

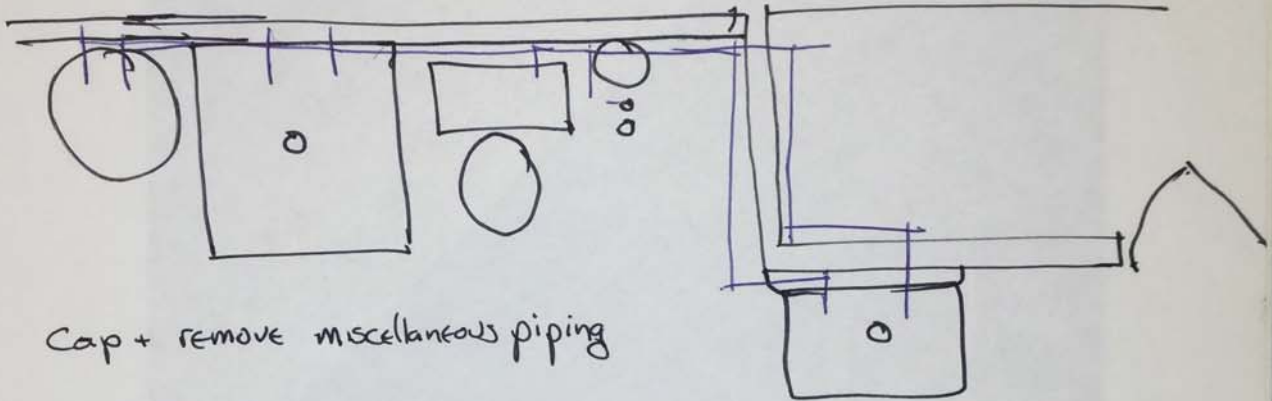


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BUDGET SYSTEM



Cap + remove miscellaneous piping

- | | |
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| 100 | 110 ELEC HEATER |
| 85. | 32x32 shower stall |
| 45. | 10" c.c. gerber toilet |
| 45' type | 45' type L |
| 18. | |
| 10 | fittings |
| 45 | Press relief valve, 3 speedys |
| | 2 shutoff |
| 10 | drainage for shower |

\$ 280.00

400.00

680.00

+ long extension chord

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**THE
IDEA
WAREHOUSE
22 READE ST
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1-9PM**

SPONSORED
BY THE INSTITUTE
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Photo: Lizbeth Marano

Boredom.....Tension.....Surprise.....

● Scene 1: **Boredom** (cameras on audience) Audience is given sunglasses & cigarettes and is asked to Act Bored cameras turn to performers performer sits in chair & smokes a ten foot long cigarette and rings for his butler to come & relight it.

● Scene 2: **Tension** (Cameras on Audience) Audience is given kazzoos & balloons and asked to hum the anvil chorus while popping balloons. Cameras on performers. performer sits on podium for three minutes & sandbag knocks him off.

● Scene 3: **Surprise** (Cameras on Audience) Audience is given candles and asked to blow them out when blown out they relight cameras on performer. performer walks out wearing a top hat with a lit sparkler in hand sits on podium and touches sparkler to hat which flames

in the air hat burns for 3 minutes & 50 blue & yellow rubber balls fall on his-head performer hands out playing cards to audience for a lottery the three jokers in the deck win a chance to throw a pie at the performer 1st throw misses 2nd throw direct hit in face 3rd throw direct hit in crotch. Applause

AVALANCHE - WINTER 1975

This performance of YOUR SCENE...MY SCENE...THREE ELEMENTS OF PERFORMANCE: BOREDOM...TENSION...SURPRISE by Robin Winters was given at the Idea Warehouse, the experimental performing space of the Institute for Art & Urban Resources at 22 Reade St. during June, 1975.

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The Institute programs in N. Y. C. are developed with the assistance of The City of New York, Abraham D. Beame, Mayor. The Idea Warehouse is made possible through the cooperation of the Department of City Planning, John E. Zuccotti, Chairman, and the Office of Lower Manhattan Development, H. Claude Shostal, Director.

The Idea Warehouse is the experimental performance center of the Institute for Art and Urban Resources, Inc., a not-for-profit corporation receiving assistance from the New York State Council on the Arts and the National Endowment for the Arts.

Sponsors of this program are:
Elise and Stanley Grinstein
Sue and Bucky Weil
Brice Marden

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Elise and Stanley Grinstein
Sue and Bucky Weil
Brice Marden



You

July 1975
Morano; V
Camera — J
Jacki Ochs
Doobay; S
Props — Ti
Robin Win

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Photo: Jacki Ochs



Photo: Lizbeth Marano

Your Scene..... My Scene..... Three Elements of Performance:

July 1975 Crew: Photographs — Lizbeth Morano; Video — Julia Heyward; 1st Camera — Rosetta Rust; 2nd Camera — Jacki Ochs; Camera Assistant — Sukhdeo Doobay; Sound — James Roth; Elevator Props — Timmy Kirkpatrick. Performers: Robin Winters, Jeremy Lipp & Audience

with special guest appearances by Kirsten Bates, Ralston Farina, Hannah Wilke. Special thanks to Merc, W.S.K. Productions & Betsy Sussler.

Properties: 25 yellow top hats 25 Blue top hats 11 cups of yellow water 11 cups of Blue water 1 stuffed

dog 1 cardboard doll 1 sandbag one podium 1 10 ft long cigarette 25 red kazoos 25 white kazoos 50 magic candles 1 sparkler 50 pairs of 3-D sunglasses (courtesy of Ken Jacobs) 50 cigarettes 2 chairs 2 Arriflex cameras 1 Nagra 11 qtz lites 50 blue & yellow rubber balls

Activity: Audience comes in and is asked to put on Blue & yellow top hats exactly 50 people came & there were 50 hats magic performer explains that he is shooting a film & would like the audience to play roles

This article appeared in Avalanche, Winter 1975. The performance was sponsored by the Institute for Art & Urban Resources and was given at the Idea Warehouse as part of the program, Ideas at the Idea Warehouse, June 16- July 11, 1975.

Reade St., New York City, June 1975.

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Photo: Jacki Ochs

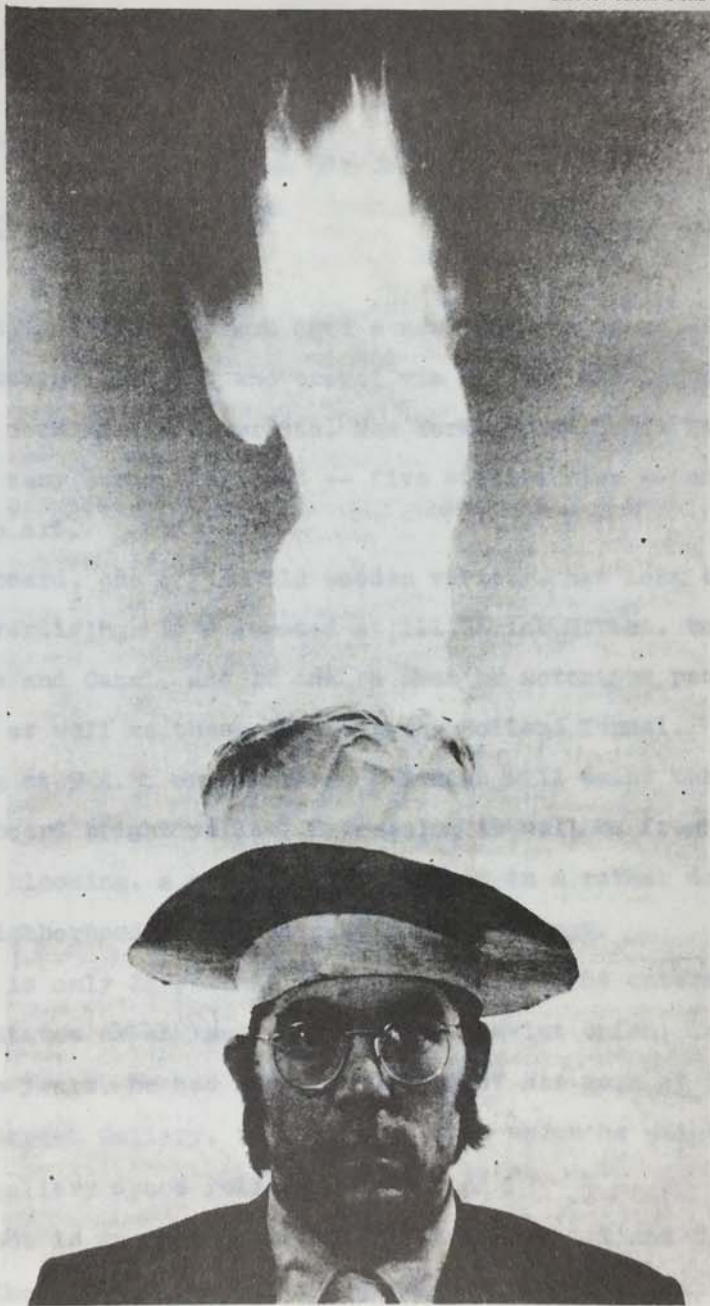


Photo of Robin Winters from *Avalanche*, Winter 1975
from his performance at the Idea Warehouse, 22
Reade St., New York City, June 1975.

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INSTITUTE FOR ART & URBAN RESOURCES, INC.

ALANNA HEISS, Executive Director

PENTHOUSE, 11 JOHN STREET

NEW YORK CITY, N. Y. 10038

Area Code (212) 233-1096

FOR IMMEDIATE RELEASE

November 5, 1974

Next week, Jersey commuters have a new treat in store -- Jersey commuters, that is, who travel via the Holland Tunnel. On Saturday morning, November 9th, New York artist Zadik Zadikian will take a very large billboard -- five stories high -- and turn it into art.

The billboard, one of the old wooden variety, has long been empty of advertising. It's located at 111 Varick Street, between Broome and Canal, and it can be seen by motorists passing by on Canal as well as those entering the Holland Tunnel.

Beginning at 9 A.M. on Saturday, Zadikian will paint the entire billboard bright yellow. By evening it will be freshly painted and blooming, a new visual stimulant in a rather dour and dull neighborhood of large industrial buildings.

Zadikian is only 28 years old. Four years ago, he entered the United States as an immigrant from the Soviet Union. In the last two years, he has had exhibitions of his work at the 112 Greene Street Gallery, including one for which he painted the entire gallery space yellow.

The project is sponsored by The Institute for Art and Urban Resources, Inc. It has been made possible by the co-operation of Mr. Arthur White of Red Bank, New Jersey, the billboard's owner. In addition to allowing Zadikian to use the billboard for one year's time, White has generously helped with the cost

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of paint and labor.

The Institute for Art and Urban Resources is a private, non-profit organization. It has been actively involved for the last two years in helping artists take advantage of resources available in the urban environment. The Institute sponsors numerous programs, including the Clocktower, an exhibition space on top of the Municipal office building at 108 Leonard Street and Workspace, a program which provides studio space for professional artists at a fraction of the cost of commercially marketed space.

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

ZADIK ZADIKIAN

Billboard Painting

111 Varick Street

Beginning at 9 A.M.

Saturday morning,

November 9th

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THE INSTITUTE
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Clocktower Office 108 Leonard Street NYC NY 10013
Area Code (212) 233-1096

April 3, 1975

FOR IMMEDIATE RELEASE:

CHARLEMAGNE PALESTINE AT THE IDEA WAREHOUSE

Charlemagne Palestine, the contemporary American composer, whose works have been performed all over Europe, Canada, and the United States, will give three performances of his most recent work entitled "Strumming Music for Bosendorfer Piano".

This work is the culmination of a special technique which Mr. Palestine employs enabling him to achieve astoundingly complex orchestral-like textures from his instrument.

Mr. Palestine has just returned from a tour of France and Belgium where this work was acclaimed as the most important piano work of the decade.

This work will be performed on April 11th, 12th and 13th at the Idea Warehouse, 22 Reade Street, New York City just North of Chambers Street and east of Broadway in the City Hall area of Manhattan. The concerts will begin at 9:00 P. M. and there will be a contribution of two dollars for each performance. No reservations will be accepted. These concerts are sponsored by The Institute for Art and Urban Resources in conjunction with Sonnabend Gallery.

Brendan Gill: Chairman of the Board of Directors
Alanna Heiss: Executive Director

Projects: Workspace, Clocktower, Idea Warehouse, Coney Island Factory

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FOR IMMEDIATE RELEASE:

APRIL 3, 1975

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Brendan Gill, Chairman of the Board of Directors
Alanna Heiss, Executive Director

Projects: Workspace, Clocktower, Idea Warehouse, Conny Island, F.O.U.

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FOR IMMEDIATE RELEASE

DECEMBER 10, 1975

CHARLEMAGNE PALESTINE AND CAROL PARKER AT THE
IDEA WAREHOUSE

DUAL INSTALLATION

The Institute for Arts and Urban Resources Inc. is continuing its series of artists in residence at the IDEA WAREHOUSE, 22 Reade Street, 6th floor, this month with a collaborative installation between artists CAROL PARKER AND CHARLEMAGNE PALESTINE,utilizing plaster sculpture and continuous sound.

This work will be on exhibition continuously from Saturday, December 20th through Wednesday, December 31st from 2pm to 6pm, Tuesdays through Saturdays.

CAROL PARKER has been working in painting, drawing and sculpture in NYC for a number of years and has in recent times been concerned with the re-evaluation of the human figure through the use of diverse techniques of plaster casting. In the present collaboration the artist will be displaying her largest and most complex use of these techniques to date.

CHARLEMAGNE PALESTINE is known through the art world in many different identities; as performer, sound artist, environmental sculptor, body artist, video artist and others. In this present collaboration the artist will use multi-channeled vocal tracks and subtle techniques of sound placement to create an aural physicality in conjunction with the sculptural physicalities inherent in the work of Ms. Parker.

The IDEA WAREHOUSE is the experimental performance center of the INSTITUTE FOR ART AND URBAN RESOURCES.

Brendan Gill, Chairman of the Board of Directors
Alanna Hess, Executive Director

Projects: Workspace, Clocktower, Idea Warehouse, Coney Island Factory

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APRIL 22, 1975

SYLVIA WHITMAN AT THE IDEA WAREHOUSE

"SLINGSHOT"

Sylvia Whitman, the multi-media dance choreographer and performer will be giving two concerts on Friday May 2, at 8:30 p.m. and Saturday May 3, at 4:00 p.m. at the Idea Warehouse, 22 Reade Street, New York City.

The new work, "The Human Slingshot" involves an actual oversized slingshot which will throw dancers, one by one into a soft wall. The "Green Bag" includes eight people who will be suspended close to the ceiling, moved across the space, and lowered into a huge green bag.

The two new works involve the same consideration as her "Jump Up a Pyramid" piece which she performed in her concert at 541 Broadway earlier this fall. Anna Kisselgoff wrote in The New York Times, Sunday, October 13, 1974:

"Miss Whitman has her own brand of pungent humor, and the honesty of her subtleties and of the entire piece itself was most refreshing. When she calls a section 'Jump Up a Pyramid,' she really jumps as platform after platform is piled under her feet. By the end, she has indeed jumped up a pyramid under construction.

No reservations will be necessary. There will be a contribution of two dollars for each performance. For information call The Clocktower at 233-1096. These concerts are sponsored by The Institute for Art and Urban Resources.

Brendan Gill, Chairman of the Board of Directors
Alanna Hess, Executive Director

Projects: Workspace, Clocktower, Idea Warehouse, Coney Island Factory,

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	MoMA PS1	I.A.42

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FOR IMMEDIATE RELEASE:

June 10, 1975

The Institute for Art and Urban Resources has organized a special exhibition/performance series entitled "Ideas at the Idea Warehouse". It will open June 16th, 1975 at the Idea Warehouse located at 22 Reade Street and will continue through July 11.

There are 23 artists in the show, which includes both performances and installations. The show reflects the wide range of activities currently seen in the New York art world, with particular emphasis on the interests of younger artists. The projects range from Robin Winter's participatory theater piece to Anthony McCall's solid light films.

A catalogue of the show with an introduction by Peter Frank is available at the Warehouse.

FOR FURTHER INFORMATION :

Contact: Linda Blumberg 233-1096

Brendan Gill, Chairman of the Board of Directors
Alanna Hess, Executive Director

Projects: Workspace, Clocktower, Idea Warehouse, Coney Island Factor,

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FOR IMMEDIATE RELEASE

September 26, 1975

JARED BARK AT THE IDEA WAREHOUSE

22 Reade Street New York City

JARED BARK, artist and performer will perform a new work "The Neutron Readings" at the Idea Warehouse, 22 Reade Street on October 10, 16 and 18, 1975 at 8:30 P.M.. In addition, Mr Bark will perform "Lights: on/off" on October 11th and 17th also at the Idea Warehouse at 8:30 P.M..

Mr. Bark's performances, which include films, slides, video tapes as well as live performances, are concerned with the general relationships between art and physical science. The subjects he treats are among others, elementary particle interaction, nuclear fission, Mallarme's poem "Un Coup De Des Jamais N'Abolira Le Hasards" and wave particle complementarity. The work however, is more personally expressed than didactic.

The Performances are sponsored by the Institute for Art and Urban Resources, at their experimental performance center, "The Idea Warehouse".

Reservations can be made by calling - 233-1096 - there will be a contribution of \$2.00.

For further Information call

Linda Blumberg
Program Director

Brendan Gill Chairman of the Board of Directors
Alanna Hess Executive Director

Projects: Workspace, Clocktower, Idea Warehouse, Coner, Island Falls

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Brendan Gill Chairman of the Board of Directors
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Projects: Workspace, Clocktower, Idea Warehouse, Conus, Island Factory.

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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

I cannot recall when something of mine was shown in one of your exhibitions? Can you be more specific? Thanks- R.MERKIN

31 October 1977

Your work was included in Collectors of the Seventies (the Bratten-Herrich show).

Dear Mr. Merkin,

N.F.

On October 9, 1977, WORKS AND PROJECTS OF THE SEVENTIES opened at P.S. 1. One aim was to show forms of documentary works from earlier exhibitions, performances, and projects. We are now continuing work in that direction in the form of a publication.

So far, our records for past events include only press releases and gallery announcements, so we are depending on artists to provide material relating to exhibits sponsored by the Institute in its first five years.

The first five years includes: the Brooklyn Bridge Project, the Coney Island Sculpture Factory, the Idea Warehouse, and everything else up until the opening of P.S. 1, in May 1976.

We would be most grateful for your assistance in providing the following:

- Photographs (8"x10", B/W)
- Sketches
- Biographical Statements
- Statements about your work
- Statements about other artist's work

Please send in anything else that you think might be useful in the preparation of a publication. We are particularly interested in gathering documentary layouts and suggestions.

We are making every effort to assemble this material within the next 3-4 weeks. The actual content of the publication will be determined once all the material has been evaluated. We would like to keep the material sent in for our permanent records, so please note anything you would like returned. Everything sent in will be carefully kept.

If you have any questions please call Nora Frenkiel or Jill Kurtzer at the Institute (telephone, 233-2048).

Thank you for your help.

Sincerely yours,

Nora Frenkiel
Nora Frenkiel
Research Assistant

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FOR IMMEDIATE RELEASE

PHILIP GLASS INAUGURATES THE SPRING SERIES AT THE IDEA WAREHOUSE

Leading composer Philip Glass, joined by the six members of his ensemble, will give a series of Sunday afternoon concerts in February. The performances will be held at the Warehouse, 22 Reade Street, each Sunday (February 2, 9, 16, 23) at 3:00 p.m. Playing a broad selection of his work, Glass will concentrate on pieces he wrote from 1969 to the present. The Philip Glass Ensemble has toured extensively and recently returned from engagements in Europe and Canada. Glass has a reputation of international scope and indeed he has radically altered many of our notions of composing, performing, and of listening itself.

The Philip Glass Ensemble performances at Reade Street launch an exciting new series at the Idea Warehouse. The Warehouse is one of a number of programs (Clocktower, Coney Island Factory, Workspace) sponsored by the Institute for Art and Urban Resources. The Institute, in cooperation with the City, State and Federal Government, initiates and plans projects to further the work of contemporary artists by creatively utilizing the city's resources.

Contribution: \$2.00. Limited seating. Invitations for each concert can be obtained in advance, the Thursday, Friday and Saturday preceding the performance date, from 1:00 p.m. - 6:00 p.m. at the Clocktower, 108 Leonard Street (corner Broadway), 13th floor.

For information: The Institute For Art and Urban Resources: 233-1096
or: Artservices: 989-4953

Brendan Gill, Chairman of the Board of Directors
Alanna Hess, Executive Director

Projects: Workspace, Clocktower, Idea Warehouse, Coney Island Factory

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	MoMA PS1	I.A.42

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