

Raul Vincent Enriquez  
*Audio, Map and Icon*, 2004  
 Audio tour, map, and icon  
 Audio tour available at [www.newmuseum.org](http://www.newmuseum.org). Run time approximately 50 minutes

Raul Vincent Enriquez has devised the map, audio tour, and graphic identity for *Counter Culture*. Comprised of interviews with business owners, customers, and fellow artists, the audio tour examines the neighborhood and the exchanges that go on between the shops, restaurants, hotels, organizations and the people who use them. Enriquez mixes experimental techniques with straightforward dialogue to create a playful sound environment that explores the neighborhood in new and unusual ways. The audio tour is available on the *Counter Culture* page at [www.newmuseum.org](http://www.newmuseum.org) in MP3 format and is also distributed for \$2.00 in CD format at participating businesses. In creating the graphic icon that identifies the *Counter Culture* project sites (see the top right corner of the map on the cover), Enriquez drew from a variety of pictorial languages. The box at the bottom of the icon is an early twentieth-century hobo sign signifying a dangerous place (referring to the Bowery's history as a skid row, and possibly a tongue-in-cheek reference to the art projects in the exhibition); the top point surrounded by four arrows is an international sign for a meeting place; the middle coupling of a point held within a "C" is from circuitry diagrams and shows that a connection is being made between the other two signs; and finally, the waves that surround it signify the sound waves of the audio tour.

#### Exhibition Hours

*Counter Culture* is open Tuesday-Saturday, 12:00 noon-6:00 p.m. This exhibition is free and open to the public.

#### Public Programs

**Walking Tours:** Each Saturday, 2:00-3:30 p.m.

Weekly tours with curator Melanie Cohn and participating artists will start at 235 Bowery (at Prince Street), future home of the New Museum. All tours are free and open to the public. July 10: Julianne Swartz / July 17: Marion Wilson / July 24: Jean Shin / July 31: Raul Vincent Enriquez / August 7: Flux Factory / August 14: Ricardo Miranda Zuñiga

**Family Day:** Saturday, July 31, 12:00 noon-1:00 p.m.

Families explore *Counter Culture* through a fun scavenger hunt. Melanie Cohn and Cristina Scorza lead an investigative tour full of surprises, geared toward children ages 7 to 12. Pre-registration is required; contact Cristina Scorza at [cscorza@newmuseum.org](mailto:cscorza@newmuseum.org) or 212-219-1222, x216. The meeting point is Connecticut Muffin, 10 Prince Street. The cost is \$15 per family (\$10 for museum members).



Marion Wilson  
*This Store Too*, 2004

Pushcart with artworks of resin, plaster, bronze and donated objects

Location: Parking lot and future home of the New Museum of Contemporary Art, 235 Bowery

In creating *This Store Too*, Marion Wilson was inspired by the Bowery Mission, a neighborhood homeless organization whose philosophy is founded on the conviction that the rehabilitation of a person must be physical, financial, and spiritual. In partnership with men who are served by the Mission's programs, Wilson has created "merchandise." Each person collaborating with the artist contributed objects and shared personal stories, which Wilson used as a basis in the creation of small artworks in the form of artificial flowers and cast resin purses. Several days a week she pushes a cart, reminiscent of those used by vendors on nineteenth-century Mott Street, parks it in front of various local businesses around the Bowery, and offers the objects for sale. All decisions about marketing and pricing are made in conjunction with her collaborators, and a percentage of the profits is donated back to the homeless program of the Mission. *This Store Too* provides an opportunity for needy individuals to participate in commercial exchanges and share personal stories and memories, while offering viewers a means for examining their own ideas of "value."



Jean Shin  
*Wishing Well*, 2004

Stainless steel kitchen basins, dishwashing soap, distilled water, pennies

Location: Public, 210 Elizabeth Street

Within the busy urban setting of commerce-driven activity, Jean Shin introduces small wish-making spots where the public can pause to contemplate their dreams and desires. In *Wishing Well*, pedestrians, shoppers, and restaurant workers can make a wish as they toss a penny into a fountain made up of stainless steel counter sinks filled with sudsy water. Utilizing industrial materials from the Bowery, Shin brings the "behind-the-scenes" part of restaurant life to the forefront and offers a link to the environment so familiar to the vast number of immigrants working in the kitchens of New York's restaurants. *Wishing Well* is a reminder of the city's long history of immigrants pursuing the American Dream and of the hard work such a dream entails—a common story in the annals of the Bowery.

# Counter Culture

July 10 - August 14, 2004



Flux Factory  
*Secret Spaces* (2004)  
 Bowery Martial Arts  
 246 Bowery Street

Julianne Swartz  
*Can You Hear Me* (2004)  
 Sunshine Hotel/Bari Restaurant Supply  
 241 Bowery

Marion Wilson  
*This Store Too* (2004)  
 235 Bowery

New Museum's  
 Future Home  
 235 Bowery

Raul Vincent Enriquez  
*Audio, Map and Icon* (2004)  
[www.newmuseum.org](http://www.newmuseum.org)

Jean Shin  
*Wishing Well* (2004)  
 Public  
 210 Elizabeth Street

Ricardo Miranda Zuñiga  
*From Darkness to Daylight* (2004)  
 SILO, 1 Freeman Alley



*Counter Culture* is an exhibition/walking tour that looks at the rich history and diverse culture of the Bowery neighborhood through the work of six contemporary artists. Each artist in *Counter Culture* chose a business with which they wanted to collaborate. They selected sites tied to the neighborhood's history—from the infamous "skid row" era spanning the 1890s to the 1950s, when more than 100 flophouses could be found in the area, to its transformation some 50 to 60 years ago as industrial restaurant suppliers began to populate the neighborhood, to its most recent incarnation as a launch site for trendsetting restaurants, galleries, and boutiques.

Each artist takes the sales counter—and the moment of exchange—as the initial departure point for his or her project. The idea of exchange, whether for goods and services or for information and social connection, informs each installation. By exploring these over-the-counter interactions, each artist's project offers a particular glimpse into the complex layering of histories, ethnic cultures, and social classes.

The exhibition can be experienced in three ways. First, you can use this brochure as a self-directed guide to the installations, which are on view Tuesday through Saturday from 12:00 noon to 6:00 p.m. The exhibition's icon, pictured above, will help you recognize the businesses involved in the project. Second, you can download the MP3 tour, created by artist Raul Vincent Enriquez, from the New Museum's Web site ([www.newmuseum.org](http://www.newmuseum.org)) or purchase it for a nominal fee on CD at participating businesses along the tour route. Third, you can join in walking tours led by the curator and participating artists each Saturday from 2:00 to 3:30 p.m. (see the back cover for details). We hope you will enjoy exploring each of the artists' installations in *Counter Culture* and that during your visit you have the chance to discover something new about the Bowery neighborhood.

—Melanie Cohn



Flux Factory  
*Secret Places*, 2004  
Site-specific installation  
Location: Bowery Martial Arts, 246 Bowery

Armed with the secret password "gert frobe," visitors to Bowery Martial Arts can gain access to a part of the store typically off limits to the public: a back room that serves as a secret headquarters. Visitors will be asked to take on a new identity and go on a secret mission. Missions range from the silly to the sublime, from clandestine deeds requiring the greatest stealth and cunning to truly trivial fun. Viewers will also be able to read about past missions and activities of the club's agents, and view other important documentation. In *Secret Places*, Flux Factory turns a normal retail experience on its head by making it a portal to a world of covert purposes. Once we allow ourselves to be immersed in the sense of play, adventure, and risk, our perceptions of the neighborhood change: possibilities open up, communities become revealed, and hidden places make themselves known.

*Counter Culture* is organized by Melanie Cohn.

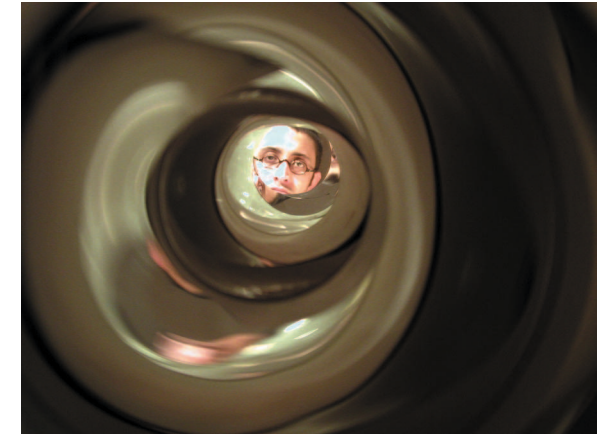
The New Museum of Contemporary Art receives general operating support from the New York State Council on the Arts, the New York City Department of Cultural Affairs, JPMorganChase, the Helena Rubinstein Foundation, and the members of the New Museum.

The New Museum of Contemporary Art would like to thank Bowery Martial Arts, SILO, Public, AVROKO, Sunshine Hotel, and Bari Restaurant Supply for their generosity in hosting projects. Thanks also to Materials for the Arts; Bowery Mission; Connecticut Muffin; Jimmy Wright; Arthur Karpati; New Museum interns Ozkan Canguven, Laura Frenca, and Francesca Rossi; and all those who participated in interviews and collaborations with the artists.



Ricardo Miranda Zuñiga  
*From Darkness to Daylight*, 2004  
Site-specific installation  
Location: SILO, 1 Freeman Alley (off Rivington Street, between Bowery and Chrystie)

Ricardo Miranda Zuñiga's sculptural installation *From Darkness to Daylight* uses computer-animated characters to explore different histories of the Bowery. Each animation is based on an actual resident of the Bowery—a first-generation immigrant, a resident of a flophouse, and the owner of a restaurant supply store—and features the subject's voice from recorded interviews with the artist. Conveying distinct stories that span the past 150 years, the animations interact with one another to create overlapping narratives. *From Darkness to Daylight* allows visitors a chance to reflect on the history of the Bowery, while gaining various personal perspectives on the gentrification of the area. A related Web-based project offers a virtual treasure hunt around the neighborhood whereby visitors can meet local personalities, learn more about the individual histories behind the Bowery, and see what the future holds for this rapidly changing area (to experience the Web project, go to the *Counter Culture* page at [www.newmuseum.org](http://www.newmuseum.org)).



Julianne Swartz  
*Can You Hear Me*, 2004  
PVC pipe, mirror, Plexiglas, existing architecture and participants  
Location: Bari Restaurant Supply/Sunshine Hotel, 241 Bowery

Using lenses, magnets, hoses, and screens, Julianne Swartz creates sculptures that make circuits or journeys through space. *Can You Hear Me* consists of a piping system visible along the façade of the building that houses the Sunshine Hotel and Bari Restaurant Supply (both at 241 Bowery), creating a conduit between the second-floor lobby of the hotel and the street below. The sculpture uses a periscope-type mirror system and the natural acoustics of PVC pipe to transmit images and sounds. It creates an internal, self-enclosed space for an out-of-the-ordinary interaction between a resident of the Sunshine Hotel and a passerby on the Bowery. The title references the first message heard through wire transmission during Alexander Graham Bell's early experiments with telephone communication. As during that historic moment, this existential question draws another person into an interactive space opening a line of communication between two parties.