

Imaginary Archive



The archive: if we want to know what this will have meant, we will only know tomorrow. Perhaps.

- Jacques Derrida

IMAGINARY ARCHIVE

There is something appealing and strangely seductive about half-forgotten places like the bookstore that in 2009 was still located inside the George Washington Bridge bus transfer station at 178th Street in Manhattan. For one thing, the store seemed hard at work repelling rather than attracting potential customers. Pulsing with a cold, blue-tinged florescent light, its sparse goods - books, magazines, some tourist souvenirs, and a few music CDs - were arranged haphazardly on rusted wire display stands or stacked edge-to-edge, rather than cover-to-cover, in order to fill up the available display shelves that sag at their centers, as if there was simply too much store in relation to its merchandise. Some of these shelves shed a powdery dust consisting of an unknown synthetic material that was supposed to resemble wood. Up near the stained drop ceiling hung hand-written signs scrawled in over-sized marker. ALL ITEMS HALF PRICE. FINAL SALE. COMPUTER BOOKS TWO FOR \$10.

But it is the books and other printed materials themselves that reflect the kind of curious neglect found at forsaken archeological sites. With titles like Aqueous Dynamics for the Hobbyist, Field Guide to the Soviet Union, Cobalt for Beginners, or Lobster Boy: An Amazing True Story, one cannot help but wonder just who these authors were, what became of their careers, and if anyone other than family members ever read their books? A similar set of questions applies to the all but unaccredited men and women who designed the covers of these forgotten volumes. Many had shifted towards the blue or yellow ends of the spectrum because of age, ozone contamination, but also who knows what type of acidic pollutants that circulate within a store located within a terminal that hosts up to a thousand buses a day. The publication designs ranged from uninspired combinations of Helvetica type and clip art to pre-PC, pre-Photoshop, hand-cut collage illustrations, but also to weirdly styled typographic clutter meant to shout-out to a potential reader: "See me? Buy me!"

Who created this fading gallery of prosaic, yet totally serviceable cover—art? Were some made by recently graduated art students on their first job, the "dark matter" of the art world? Or perhaps produced by an underpaid, bored, in—house graphic designer counting the days till retirement? Or perhaps in some instances, the book was designed by the author him or herself in an age when self—publishing was dependent on hand—made, cut—and—paste boards? And what if after spending a bit of time in this dreary bibliotheca some other reading of the books, as well as their shabby setting, and the entire context of the store inside a bus terminal, began to take shape? What if, rather than actually being simply a room full of remaindered publications, we were meant to read it as a single sign, as if the entire space was a cipher or allegory for something else, such as an archive of a past whose future never actually arrived?

The participants in *Imaginary Archive*, *Philadelphia*, just as those in each city the project has appeared, have been asked to generate the content of their own

Gregory Sholette-05

"what if" history that can be manifest as fabricated documents, brochures, catalogues, pamphlets, newsletters, records, small objects, postcards, photo-albums; and yet all of which are invented specifically for this ersatz para-archive that has been on display in Wellington, New Zealand (2010), Galway, Ireland (2011), Graz, Austria, (2103), Kyiv, Ukraine (2014), and now the Institute of Contemporary Art in Philadelphia (2014). The ultimate goal is to imagine an alternative future or some parallel universe, in order to ask, what would the content of such an archive reveal about other ways the world might be constructed politically, socially, economically, culturally, and personally?

At a time when living impressions and personal memory are no longer a reliable instrument for "digesting" the endless stream of events, the need for an alternative approach to understanding the history, which is unfolding before our eyes, becomes more than relevant.

From a review of Imaginary Archive, Kyiv, published by *Ukrainian Pravda*, April 5th, 2014. http://life.pravda.com.ua/culture/2014/05/4/166771/view_print/

- Gregory Sholette and Olga Kopenkina, November 2014.

Thus far the imaginary archivists include: Aaron Burr Society, Agata Craftlove, Alan Hughes, Alexander Wolodarskij, Alien Abduction Collective (Todd Ayoung, Heather Davis, Kim Asbury, Ulla Hvejsel, and Phoebe Bachman), Andrea Aversa, Anna Zvyagintseva, Austin Ivers, Azra Aksamija, Babis Venetopoulos & John Voyatzopoulos, Basekamp and Friends (Philadelphia), Ben Geoghegan, Brian Hand, Bryce Galloway & Students, Charlotte Schatz, Chris Esposito, Christina Lederhaas, Closed Engagement, Daniel Tucker, Dave Callen, Denis Pankratov, Doris Jauk-Hinz, Edda Strobl, Ellen Rothenberg, Eva Taxacher & Karin Ondas, Eva Ursprung, fabian dankl/johannes schrettle/christina lederhaas, Glen Goldberg, Grant Corbishley, Gregory Sholette, Helmut Kaplan, Jeffrey Skoller, Jenny Polak, Jeremy Booth, Johannes/zweite Liga für Kunst und Kultur, John Hulsey & City Life/Vida Urbana, Josef Fürpaß, Karl Lorac, Leah Oats, Lee Harrop, Lada Nakonechna, Lesya Khomenko, Malcolm Doidge, Matthew Friday, Matthew F. Greco, Maureen Connor, Markus Wetzel, Maryam Mohammadi, Miroslav Kulchitsky, Murray Hewitt, Mykola Ridnyi, Naeem Mohaiemen, Nannette Yannuzzi, Nayari Castillo, Niall Moore, Nikita Kadan, Oleksandr Burlaka & Oleksiy Radynskyi, Oliver Ressler, Paul Lamarre & Melisa Wolf: Eidia House, Paul Maye, Patrik Aarnivaara, Pedro Lasch, REPOhistory, R.E.P. group, Roger O' Shea, Salem Collo-Julin, Sarah Farahat, Sasha Dedos, Simon Fleming, Suchness, Tender & Endangered Cow/Horse of Dimness, TanzLaboratorium, Tiarnán McDonough, "t.j.", Theresa Rose, Thom Donovan, Trust Art, White Fungus Zine, Volodymyr Kuznetsov, Yevgeniya Belorusets, Yevgeniy Fiks, Zoe Beloff, and The Think Tank that has yet to be named (Jeremy Beaudry, Katie Hargrave & Meredith Warner).

With special thanks to Matt Greco for all around support and technology assistance and to the following IA host curators and institutions: Liz Park (ICA, Philadelphia); Larissa Babij (Les Kurbas Center, Kyiv, Ukraine); Margarethe Makovec and Anton Lederer (<rotor> Center for Contemporary Art, Graz, Austria); Megs Morely (Gallery 123, Galway, Ireland); Siv B. Fjaerestad (Enjoy Public Art Gallery, Wellington, New Zealand), as well as CEC Artslink and a bevy of individual supporters: http://www.gregorysholette.com/?page_id=2503

Traces in the Dark

IMAGINARY ARCHIVISTS

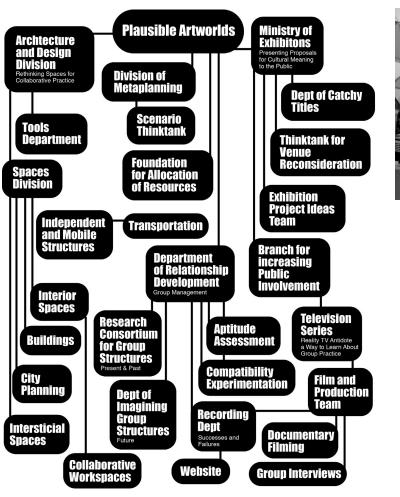
(selections)

Imaginary Archivists Philadephia, Winter 2015



Theresa Rose Untitled?

In December 2012, Superintendent William Hite announced that by the end of the school year, Philadelphia School District would be closing 24 schools. Desperate to meet a massive budgetary shortfall, the government school district determined that one in every ten schools were to be shuttered, affecting a total of 10,000 students. The news was met with community outrage, organizing, and protests. Despite a lot of indignation and many boisterous city council meetings, by May 2013, all schools had been closed as stated. But perhaps, the city, in its hurry to close a budget gap, did not allow enough time for the community imagination to move from a space of reaction to one of collective dreaming. Perhaps, in a move of city austerity, the space of civic imagination was occluded. Here then, lies an archive of Philadelphia school openings. The central building in this image is Edward W. Bok High, a vocational high school on 8th and Mifflin Streets in South Philadelphia.





Basekamp and Friends (two pieces)

(Top) Plausible Artworlds, organized by Basekamp and friends, is a project to collect and share knowledge about alternative models of creative practice. From alternative economies and open source culture to secessions and other social experiments, Plausible Artworlds is an ongoing platform for research and participation with artworlds that present a distinctly different option from mainstream culture.

(Bottom) *Utopia School* is a learning project initiated by Basekamp and New Age Beverages, and is coordinated by a growing group of interested people — in person and online — who want to share information about both failed and successful utopic projects, and work towards new ones.



Salem Collo-Julin

Witness to the Clarity: Narratives from the Clarity Survivors Oral Remembrance Project, 2074-2076

Library of Congress, American Memory, Transglobal Remembrance Division

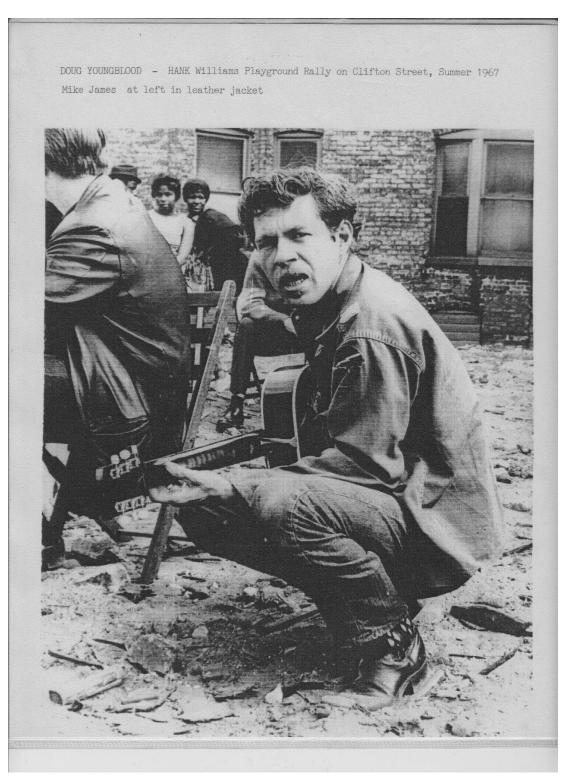
A selection of artifacts and first person accounts of The Clarity, the silent cosmic bomb buried beneath Earth layers, first documented in 2014. The narratives were collected as part of the 2070s Oral Remembrance Project during the Arkestra Days of Remembrance, celebrating the pivotal moment in global history when Earth citizens gradually experienced the days of The Clarity and the bomb was revealed to have already gone off years ago. Interviews from five American survivors of The Clarity are included.

Photo: selections of coded messaging found in 2014, donated to the archive by survivor George S.K. Mitchell.



Charlotte Schatz
Phildadelphia

For most of the 19th and 20th centuries, the Northern Liberties section of Philadelphia was a hub of manufacturing with mills, breweries, leather tanneries, paints and chemical works, tool-making factories, and iron and stove foundries lining the neighborhood. After World War II, deindustrialization took hold of the area leading to economic decline, high unemployment, and significant population loss. During the1990's, the developers began to demolish the once vibrant working class structures such as Schmidt's Brewery that was founded by Christopher Schmidt in the 1860's. This image seeks to bring the once vibrant structures back to life through a color-drenched painting of the Schmidt's Brewery.



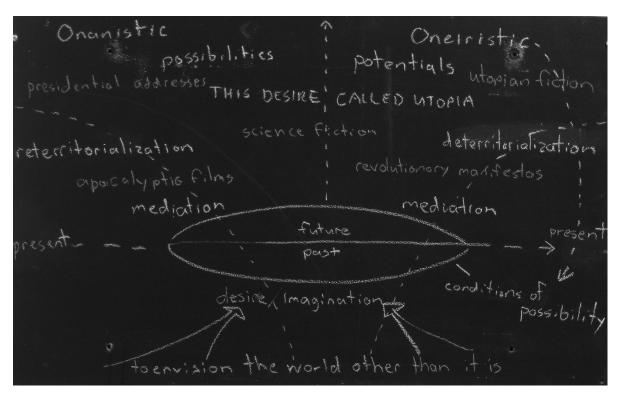
Daniel Tucker

In the 1970s, groups such as the Young Patriots Organization in Chicago's Appalachian migrant Uptown neighborhood and October 4th Organization in Philadelphia's Italian-American Kensington neighborhood disrupted the stereotypes of working-class white people's racist protectionism by organizing for cross-racial solidarity. Tucker's contribution to Imaginary Archive will deal with ephemera that may have been produced had those organizations continued to be active through to the present.

Traces in the Dark

IMAGINARY ARCHIVISTS

(selections from previous iterations)



Matthew Friday
USA
The Liberty of Empire
medium?, 8 ½" x 5 ½", 2011.

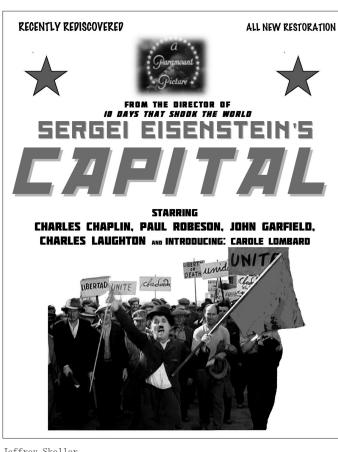
The Liberty of Empire was staged as a public project at 1708 Gallery in Richmond, Virginia, a few miles from Monticello, Thomas Jefferson's historic homestead. Involving regional high school students and local citizens, the project took the form of an experimental history classroom and training ground for participatory democracy. Posing the question of what a Jeffersonian democracy would look like, the group developed a comparative diagram that highlights the differences between this and our current form of governance.





Maureen Connor USA The Making of a Modern Bank pop-up book, 10 ½" x 12 ½", YEAR?

A pop-up book "documents" the imaginary transformation of the Continental and Commercial National Bank of Chicago into a communal homestead of Chicago residents down on their luck. It is based on the format and style of the actual self-promotional publication the same bank produced in 1923 (and what has recently been discovered by the artist) to promote their apparent fiscal strength and expertise before its bankruptcy and subsequent "bail out" by the government in 1932. Left: pop-up book in the blacked out space - Les Kurbas Center, Kyiv, Ukraine, April 2011.



PHILOSOPHY WRITTEN IN LIGHTING!!!

Sergei Eisenstein's grand dream to transform the greatest work of modern philosophy Marx's Das Kapital into cinema was not made in the Soviet Union, but realized in HOLLYWOOD financed by some of its greatest stars! EISENSTEIN'S CAPITAL! long suppressed, then forgotten, and now recently rediscovered.



PAUL ROBESON "THE DICTATORSHIP OF THE PROLETARIAT"

Today, finally, we can see Eisenstein's crowning achievement only alluded to in his theoretical writings.



CAROLE LOMBARD & CHARLES LAUGTON "THE COMUNAROS"

Jeffrey Skoller Berkeley, USA movie posters for films that were never actually made inkjet print, 8 $\frac{1}{2}$ " x 11", 2010

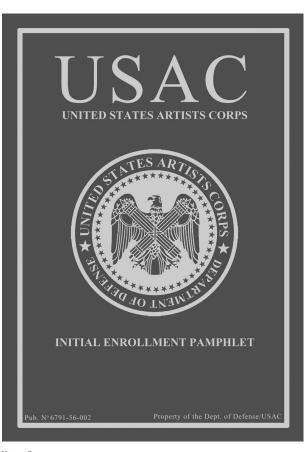


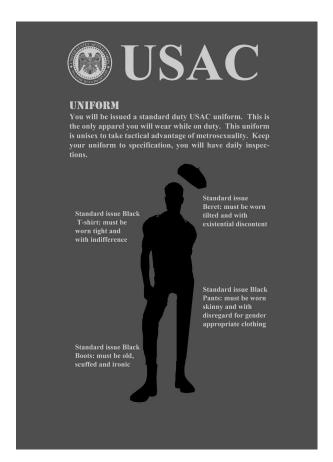
Lesya Khomenko Kiev, Ukraine Stepan Repin

Stepan Repin medium?, 8 ½" x 12" folded, year?

An ongoing inquiry into the relations between personal history and manipulative mechanisms used to form historical narrative and myth. Here a series of paintings of the artist's grandfather - a soldier during World War II - are presented in book form, together with poetic "ballads" based on his recollections.

Traces in the Dark



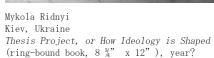


Matt Greco USA *USAC*

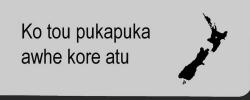
pamphlet, 6 x 9 inches, 2011.

What if there was a time when artists had a responsibility that reached past their personal concerns or designs for aggrandizement? A responsibility that they had to meet with the same honor, fidelity, strength, determination, and sacrifice that a soldier meets war with. What if they were artist-soldiers and their life depended on their art, quite literally?









Me tino kite nga Kiwi katoa ki enei waahi

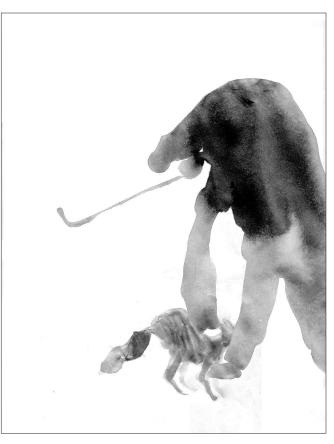




Murray Hewitt
Wellington, New Zealand
Sight: Pukapuka took tohutohu.
travel guide book, 5 ½" x 8", 2009-2010

Sixty "must sees" for everyone in Aotearoa. The book is based on an AA (Automobile Association) book called 100 Must Sees for Kiwi's. Hewitt's title is similar: 61 Places You Must See. They chart, from the north travelling south, all the battle sites from the New Zealand wars. Almost all the sites were on publically accessible land, all had lost of life, and the conflict was between the crown and Maori.





"TJ"
USA
Interview with a Coyote: Joseph Beuys in America the animal's point of view.
(inkjet print, 8 ½" x 11")

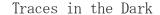


Pedro Lasch USA Invitation to participate to the Third National Gathering of Graffiti Artists to paint the White House (III NGGA) photocopied handout, 8 $\frac{1}{2}$ " x11", 2000



Áine Phillips Clare, Ireland Book of Invisible Stains cloth book, 10° x 10°, YEAR?.

This handmade cloth book was created by an anonymous Magdalen artist-inmate, sometime between 1900 and 1996 from materials she could access while incarcerated, including bed sheets, human milk and blood, tea, beetroot, and using processes readily available to her such as printing directly from her body and burning with a laundry iron.





Brian Hand,
Dublin, Ireland,
Declare Independence (color photography by Ros Kavanagh, 8 ½" x 5

World views
booklet, Ris

"Declare Independence" is a recreation of the work of activist Mary Leigh who came to Ireland in 1911 and threw an axe at Asquith the British Prime Minister and later set fire to the Theatre Royal, which was hosting a gala hippodrome for the PM's visit. The sequence was put together from different photo shoots by the photographer Ros Kavanagh.



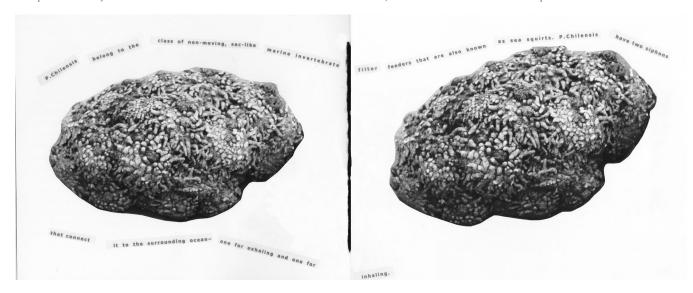
Lee Harrop Australia/New Zealand World views booklet, Riso printing on paper, staples, 5 $\frac{1}{2}$ " x 7 5/8", YEAR?

The World views booklet is derived from video and posters based upon a fictional Western Australian news report. The text is comprised of quotes from the video transcript. In brief, the work proposes the closure of Australia's largest open pit gold mine, the Superpit, owned by KCGM (Kalgoorlie Consolidated Gold Mines), the return of the land to the native title claimants of the area, the partial backfill of the mine, and KCGM's new investment in asteroid mining exploration based in Kiev, Ukraine. 'World views' series of work included a video (length 2:04), 4 Posters (Riso print on card 11" x 16 ½"), 10 page booklet (Riso print on paper, staples).



Volodymyr Kuznetsov Kiev, Ukraine Koliivshchyna. The Last Judgment inkjet print, 8 ½" x 11", 2013-2014.

Commissioned for an exhibition, Great and Grand at Mystetskyi Arsenal, was painted over in black by the institution's director, which the art community declared an act of censorship. Here, the artist presents his correspondence with one of the show's curators and preliminary sketches for the work, leaving open the question: what if the work had never been censored and destroyed? And of course, the question always remains of how a work of art could influence the viewer, and what situations it could provoke further on.



Nanette Yannuzzi
USA
The Saga of R. Perry and the Pyura Chilensis
artists book collage and photo transfers on 100% rag and lokta paper, coptic Binding, 9½" x 11", 2013.

We're living in particularly strange times. The Saga of R. Perry and the Pyura Chilensis imagines a series of "What if's" based on continuing assaults to women's reproductive health by ill-informed politicians and religious zealots. It takes the reader on a wry journey that juxtaposes actual current events with the aquatic life of a phenomenal sea creature called the Pyura Chilensis.

Traces in the Dark



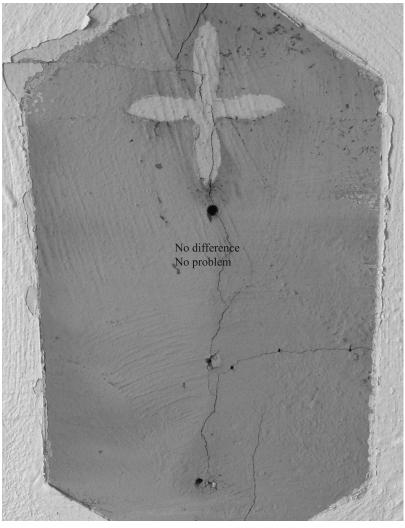
She kept the apple for herself and started to play

Eva Ursprung Austria Eva Never Left Eden (For Mileva Einstein-Mari: 1875-1948) (digital print, 5 %" x 8 %"), 2013.



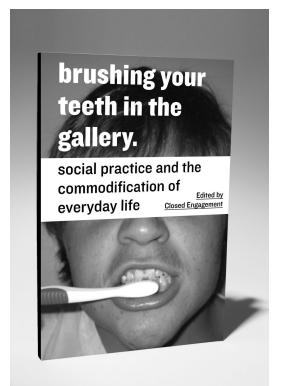
Chris Esposito
Queens, NY, USA
You're Next
(book with metal cover, 5½" x 8"), 2014.

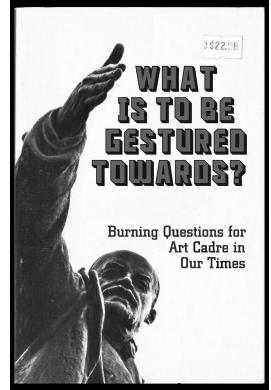
A metaphoric tale of conformity. What if, one day, you awoke or returned home from a trip and everyone you know has somehow transformed. Their outward appearance remains unchanged, yet their behavior is emotionless and their mannerisms somewhat mechanical...



Glenn Goldberg country? Imminent Past medium?, 8 ½" x 11", 2011? Or 2012?

Now is then, the politic is flattened. Human inclinations towards "pragmatism" (that is what we called it) has come to fruition. Freedom is bland. Welcome. The great shift, the equalizer, the rhetoric, the agenda, self-service. The empathy continuum has found full relief. It has all been worked out. We are one.

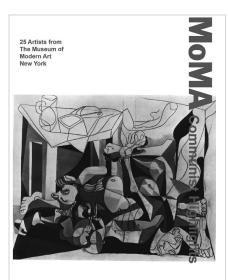




Josh MacPhee and Dara Greenwald Brooklyn, USA Closed Engagement inkjet print pamphlet, 8 ½" x 11", 2011

An ironic take on the academic and mainstream institutional direction of recent socially engaged art practices. "As artists and students become more politically active, Closed Engagement wishes to introduce a selection books aimed at the development of self-awareness amongst the "radical creative" and other neo-liberal avant-gardists.

Traces in the Dark







Stuart Davis | American, 1892-1964





Diego Rivera | Mexican, 1886-1957





David Smith | American 1906-1965



Fernand Leger | French, 1883-1955



Yevgeniy Fiks MoMA Communist Highlights pamphlet, 8 ½" x 11", 2006.

This is an official looking MoMA publication documenting the connection between Communism and Modern Art, presenting facts about Modern artists with membership or ties to the Communist Party.

OCCUPY WALL STREET AND THE Whiskey Rebellion of 1791-1794



































Gregory Sholette-21





digital print, 8 ½" x 11", 2011.

Aaron Burr Society Brooklyn, NYC,

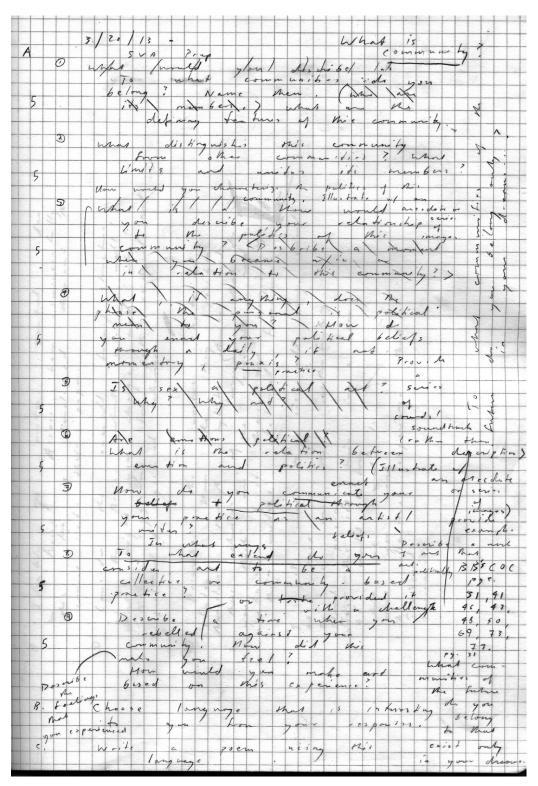




Occupy Wall Street and the Whiskey Rebellion of 1791-1794

A revisionist history of the United States of America from a progressive tax-free perspective involving the illegal manufacture of spirits, anda celebration of the fictional 211 anniversary of Aaron Burr's defeat of Adams and Jefferson in the 1800 presidential election, USA.

Traces in the Dark



Thom Donovan

pencil on paper, 13 ½ " x 20", YEAR.

"A few years back I taught a course on "Intense Autobiography." The premise of the course was to trace a genealogy of autobiographical (or "self life writing") practices in which the experiences of the 'individual' are displaced by sociopolitical, biological, and geographical urgencies. During the course I prompted the students to write autobiographically through a set of exercises.

The above page from a notebook I kept at the time includes a series of prompts I developed after Bruce Boone's seminal New Narrative work, A Century of Clouds. After the students have written with the prompts I ask them them to compose a poem 'mining' the language from their responses. The results are always quite interesting. The notebook page shows a typical process by which I compose and revise prompts for writing workshops.



Imaginary Archive, <rotor> Center for Contemporary Art, Graz, Austria, 2013



Imaginary Archive, Les Kurbas National Theater Arts Center, Kyiv, Ukraine



Traces in the Dark





Imaginary Archive, Enjoy Public Art Gallery, Wellington, New Zealand, 2010.

Imaginary Archive, Les Kurbas National Theater Arts Center, Kyiv, UkraineApril 2014.

Gregory Sholette