



Billy Apple, *Negative condition situation: cleaning: windowpane*, 28 April 1973
161 West 23rd St, New York (photo: David Troy)

Billy Apple
New York
1969-1973

28 March – 7 June 2009

The Adam Art Gallery is pleased to announce that the exhibition *Billy Apple New York 1969-1973* will be extended until Sunday 7 June.

This intriguing exhibition focuses on a short but intense period in the artist's career, when he operated a small not-for-profit gallery at 161 West 23rd Street. Over the course of four years, between 1969 and 1973, he created a venue for artists to produce works that tested and re-defined the nature of sculpture, at a time when the art scene in New York was beginning to be galvanised by such radical gestures.

Billy Apple New York 1969-1973 draws on the artist's substantial archive to present photographs, slides, video, film, artefacts and ephemera that have survived from the 1970s. The exhibition addresses the relation between 'live' action and documentation, setting out to offer various solutions to the problem of how to re-present ephemeral, site-specific work at the same time as exploring how this was already a concern of the artist at the time of his work's production.

Billy Apple studied graphic design in London and contributed to early pop art in Britain before leaving for New York in 1964. He lived in New York between 1964 and 1990 before returning to New Zealand where he continues to work and exhibit internationally. He has consistently devoted himself to testing the boundaries between art and life, exploring the social, economic and architectural contexts within which art is made and circulates.

Billy Apple's work will also be on show in Europe from May-September in a major survey curated by Nicolaus Schafhausen and Zöe Gray at the Witte de With Centre for Contemporary Art, Rotterdam.

This significant exhibition is comprised of two parts, opening four weeks apart. The first instalment, titled *Billy Apple®: A History of the Brand*, opens on Saturday 30 May, presenting a body of work that records Apple®'s gradual transformation from an individual artist into a brand. The second part of the exhibition, titled *Billy Apple®: Revealed/Concealed*, will open on Thursday 25 June. For this project, Billy Apple® will transform Witte de With's second floor, as part of a new commission that evokes his series of architectural interventions and his ongoing institutional critique.

The two-part exhibition also extends into public space with a series of billboard commissions, and a monographic publication by Witte de With Publishers will be produced on his work including an essay by Director of the Adam Art Gallery and curator of *Billy Apple New York 1969-1973*, Christina Barton.

Please note that the Gallery will be closed between 8 June and 11 July. During this time Athfield Architects will be redesigning the entry of the gallery and staff will be working to install the next exhibition.

**If you require further information please contact: Laura Preston.
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**FORTHCOMING
ADAM ART GALLERY
EXHIBITION**

The Future is Unwritten
11 July – 6 September 2009
Opening: Friday 10 July, 6pm

In the building: Fiona Connor, William Hsu, Daniel Malone, Kate Newby, Martyn Reynolds, Peter Trevelyan

Online publication project: Amit Charan, Narrow Gauge, Kelvin Soh
Curated by Laura Preston

Nine young artists, designers and writers have been invited to produce new works that speculate on the future by envisaging 'what could happen next'. Basing their propositions on their understanding of the current situation and using the structures of the building and the online space of the gallery website, they will develop works that address the pertinent issue of whether contemporary art can have political efficacy as a tool for re-engaging with and imagining the future.

A public programme of discussion, film screenings and workshops will accompany this exhibition project.

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FREE ENTRY
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