

Tom Sachs: *Nutsy's*  
July 24 to October 5, 2003

Tom Sachs' *Nutsy's*, a major new installation, makes its European premiere at the Deutsche Guggenheim, in what will be the American artist's first solo museum exhibition in Europe. The installation, which has been specially reconfigured for the Deutsche Guggenheim, is a 400 square metre theme park originally commissioned from the artist by the Bohen Foundation, New York.

*Nutsy's* is made up of sculptural, audiovisual, and performative elements connected by a roadway running the length and breadth of the installation. But *Nutsy's* is also an allusion to the incorrigible bricoleur in the person of the artist Tom Sachs. He and his team have dreamed up a chaotically sprawling installation whose elements are culture, consumerism and irony. Security cameras connected to video monitors survey the scene as visitors move around the racetrack, marvelling at remote-controlled model cars zooming past 1:25 scale reproductions of Le Corbusier's architecture, furniture by Mies van der Rohe, and other elements which include a McDonald's restaurant, a 10,000-watt boom box, and a DJ station. Tom Sachs' *Nutsy's* entices visitors into this complex and chaotic world in which the idealistic modernism of Le Corbusier coexists with the commercial modernism of McDonald's.

*Nutsy's* is an oscillating set of imagined realities, as Sachs's elaborate installation negotiates European and American, capitalist and socialist, modern and postmodern, utopian and dystopian myths and realities. The stations that lie on the map of *Nutsy's* roadway - among them, scale model foamcore sculptures of Le Corbusier's renowned architectural sites Unité d'Habitation and Villa Savoye; a McDonald's station; a DJ/Selector booth; a modernist art park; and an inner-city ghetto - recall the shattered memory of modernism's hopes and failures; the economy's booms and busts. The allegorical movements of Modernism and contemporary culture coexist in

*Nutsy's* world, as artist Tom Sachs teases out their tensions in a gaming environment born of today's hyper-real entertainment culture.

In his postmodern bricolage, Sachs interrogates fundamental issues of modernity: production, consumption, and circulation. *Nutsy's*, with all of its architectural and historical quotation, is nonetheless of its time, rife with product placement, depicting our contemporary landscape. *Nutsy's* invites us to rethink borders - whether economically or geographically, architecturally or ideologically constructed - to see the sociopolitical structures that define, fence in, demarcate, and encourage us to activate and open up the built environment to reversals of meanings.

*Tom Sachs: Nutsy's* has been curated by John G. Hanhardt and Maria-Christina Villaseñor from the Guggenheim Museum, New York. Accompanying the exhibition is a catalogue with a conversation between Tom Sachs and Maria-Christina Villaseñor as well as essays by John G. Hanhardt and Maria-Christina Villaseñor, and writer Glenn O'Brien. The softcover publication is available in German or English at a price of € 39.

For Edition No. 24 of the Deutsche Guggenheim's exclusive limited edition series, Tom Sachs has especially designed the *deluxe racing set*. This fully outfitted and accessorized Mini-Z race car set customized by Tom Sachs appears in a limited, signed edition of 150 copies and will be offered for a price of € 570 exclusively in the MuseumsShop.

The exhibition *Tom Sachs: Nutsy's* is accompanied by numerous special programs. In an Artist's Talk at 7 p.m. on Thursday, July 24, 2003, Tom Sachs speaks with exhibition curators John G. Hanhardt and Maria-Christina Villaseñor about his work. The conversation takes place in English.

During the 14th Long Night of the Museums on Saturday, August 30, 2003, mass and modern culture encounter each other in the inner courtyard of the Deutsche Bank. Readings from the Charter of Athens will be juxtaposed and interspersed with performances by the cheerleaders for the Berlin Thunder, creating a chaotically charged atmosphere of high and popular culture.

The traditional Family Brunch takes place in the Deutsche Guggenheim on Sunday, September 14, 2003 at 11:30 a.m. While the adults receive a guided tour with the theme *Between Ideal Landscape and Composite Artwork: the Utopian World of Tom Sachs*, children can explore "Nutsy's World" and construct their own cardboard models of the installation.

In the framework of the *internationales literaturfestival berlin 2003*, Welsh writer Richard John Evans gives a reading on Thursday, September 18, 2003 at 7p.m. in the Deutsche Guggenheim. Born in 1971, the young writer's works deal in a wry manner with modern urban life and with what he terms "post-everything."

In *kunstherbst>03* the working and living conditions of Berlin artists are this year's focus. With this topic in mind, Franz Ackermann engages in a discussion with Dr. Ariane Grigoteit, Collection Deutsche Bank, on Monday, September 22, 2003, at 7 p.m. The Berlin painter is represented in the Collection with several works. Before and after the discussion, guided tours will be offered throughout the Collection Deutsche Bank.

Special performance events mark the close of Nutsy's at the Deutsche Guggenheim in October. Taking place at the same period as the Art Forum Berlin, Tom Sachs and his team will conduct the race Nutsy's Cup from October 1 to 5, 2003. The artist and his crew will be present for Nutsy's Cup, as well as professional racers, music and food from Nutsy's McDonald's. Visitors are encouraged to participate. Wednesday, October 1, 2003 from 6 p.m. to 9 p.m. offers a Meet the Artist event, and on Saturday, October 4, 2003 from 3 p.m. to 6 p.m. a Children's Race will be offered. These events take place in cooperation with Kyosho Deutschland.

Free guided tours through the exhibition are offered daily at 6 p.m. The lunch lectures will take place every Wednesday at 1 p.m. and the keynote tours are held on Sundays at 11.30 a.m., followed by a brunch.

*Deutsche Guggenheim is a partner of kunstherbst>03*

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Images of the exhibition are available online at [www.photo-files.de/guggenheim](http://www.photo-files.de/guggenheim) in 300 dpi resolution.