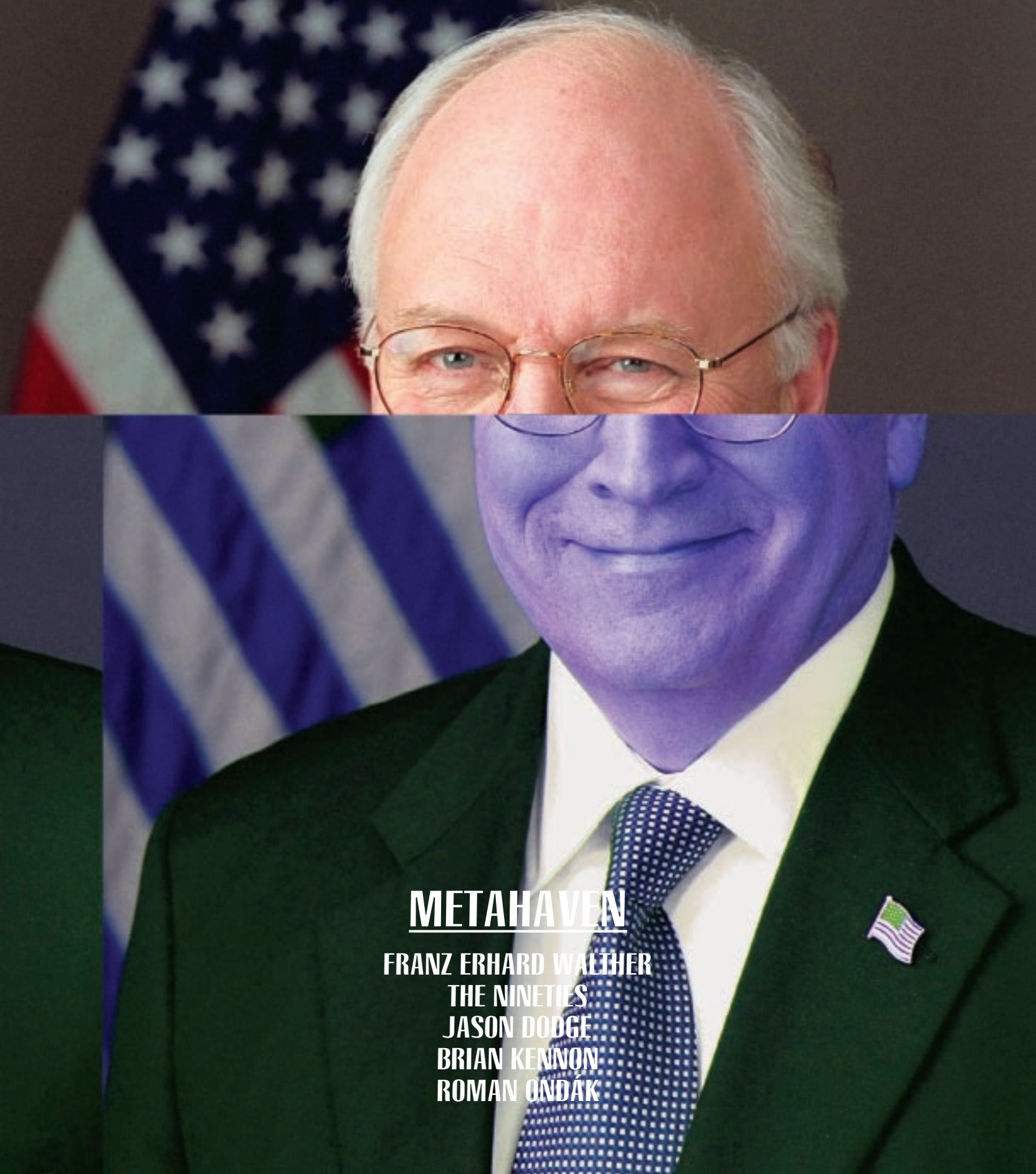


a contemporary magazine / ISSUE 03 / September-October 2009 / FREE

KALEIDOSCOPE



METAHAVEN

FRANZ ERHARD WALTHER
THE NINETIES
JASON DODGE
BRIAN KENNON
ROMAN ONDÁK

ART

And the Winner Is...

The Academy Awards is an event full of expectation. Before the red carpet is even rolled out, rumors start, reaching their culmination when nominations are announced for the four main categories: Best Picture, Director, Actress and Actor. There is really nothing comparable in the world of art (apart maybe from the Turner Prize in the 1990s). Today's prizes, even the most prestigious ones, hardly stir up a true competitive spirit, but follow rituals that are far from any over the top pomp, and the art "subsidies" they grant are not *that* lavish. This fall, however, the art world gets its very own awards ceremony. American artist Rob Pruitt, a conceptual artist with an ironic and irreverent pop sensitivity, under the aegis of New York's Guggenheim will introduce the first edition of an annual exhibition called "The First Annual Art Awards." Represented by an unserious 3-D blockbuster-style logo and ambiguously suspended amid the status of independent work, *divertissement* and proper exhibition, the project is based on a selection process entrusted to a true "Academy" composed of more than four hundred insiders who select four candidates for each of the following categories: Lifetime Achievement Award, Artist of the Year, Solo Show of the Year (Museum), Group Show of the Year (Museum), Solo Show of the Year (Gallery), Group Show of the Year (Gallery), Curator of the Year, Writer of the Year, New Artist of the Year, The Rob Pruitt Award, Exhibition Outside the U.S. (Solo or Group, Museum or Gallery). The first edition culminates with an awards ceremony on 29 October—cast your ballots, all bets are open. (*Cristina Travaglini*)

www.guggenheim.org/new-york



Rob Pruitt, *Esprit de Corps: Bench Marc*, 2006
 Courtesy: Galleria Franco Noero, Turin and
 Gavin Brown's Enterprise, New York

