

Core Tenets for Gonzalez-Torres's "Untitled", 1994-1995
Draft – 15 September 2023

A note on the Core Tenets: In addition to the Felix Gonzalez-Torres Foundation's main priority of fostering and facilitating individuals' direct experiences with the work, which follows Gonzalez-Torres's primary intention, a significant Foundation activity is providing language around the structure and nature of the works, in accordance with the type and forms of language that Gonzalez-Torres developed and has been provided to owners and exhibitors on an ongoing basis. One of the ways the Foundation provides access to such language is through a format referred to as the 'Core Tenets,' which describe those works/bodies of works that have specific, yet sometimes open-ended parameters.

While each body of work follows its own set of rules, Gonzalez-Torres's practice includes purposeful variations, within a body of work and between bodies of work, in order to foster engagement and questioning. While "Untitled", 1994-1995 is part of the body of billboard works, this work has its own Core Tenets.

CORE TENETS FOR GONZALEZ-TORRES'S BILLBOARD WORK "UNTITLED", 1994-1995 [FGTF GF#1995-010]

"Untitled"

1994-1995

Mixed media

Dimensions vary with installation

This large, immersive indoor installation consists of two billboard-scale, side-by-side, freestanding structures, facing in opposite directions, with timed lighting and sound components. On the front surface of each structure is a billboard image of a specific black-and-white photograph of a bird in flight with clouds in the sky; both images are original photographs taken by Gonzalez-Torres and selected for this work. The structures are situated around the same axis so that the rear support of one structure is visible when facing the front surface of the other. The structures reference the scale, feel and basic construction of outdoor billboards/drive-in movie projection screens.

The billboard structures are scaled to fill a significant amount of the exhibition space (with as much priority placed on the height of the space as the length and width)¹ while still allowing for audiences to navigate through the space and around the billboard structures. The exhibition space must have the capacity to be completely darkened.

The images are brightly/theatrically illuminated for three minutes.² After three minutes, the entire exhibition space abruptly goes dark and simultaneously an audio clip of uproarious applause, from the end of a recording of a performance by Kathleen Battle and Jessye Norman, begins playing very loudly.^{3 4} The audio clip is approximately 20 seconds long and fades to silence. For approximately 1 minute and 40 seconds following the audio clip the exhibition space is silent and remains completely darkened. This five-minute cycle is repeated continuously while the work is on view.

- "Untitled", 1994-1995 is a unique artwork.
- This work, as with all manifestable works, exists regardless of whether it is physically manifest.
- The owner has the right to choose to manifest the work at any time in accordance with their ongoing interpretations of the specific, yet open-ended parameters of the work.
- This work must always be manifested at billboard-scale.
- It is essential to the work that each image must fill the allotted billboard space completely.
- It is essential to billboard works that no additional information, text, or images of any kind be superimposed on the billboard work.

- The owner has the exclusive right to choose to lend the work and is thereby extending to the authorized borrower(s) for the term of the loan the rights and responsibility to make decisions about the work, within the parameters of the work.^{5 6}
- If an owner has chosen to lend the work for an exhibition, the owner may choose to simultaneously install the work.
- An authorized manifestation of "Untitled", 1994-1995 is the work and should be referred to only as the work.
- Gonzalez-Torres included essential conceptual information in the work's caption. The precise wording and punctuation of the title are conceptually significant.⁷ If and when the title, date, medium and/or dimensions are listed, each element of the caption remains unchanged, regardless of how the work is manifested over time.⁸
- The uniqueness of Gonzalez-Torres's manifestable works is linked to ownership.⁹
- This work is accompanied by a Certificate of Authenticity and Ownership.^{10 11}

¹ A priority is for the structures to be made to billboard-scale. It is essential that each image fills the entire allotted billboard surface completely; therefore the images may be cropped (but not otherwise altered) to do so.

² Two methods of image display were specified for this work: a) The images could be printed as billboards and adhered directly to each structure. In this case, Gonzalez-Torres indicated that the images would need to be illuminated with very bright lighting. And b) each of the images could be projected onto each of the billboard structures. While two methods of display were specified as possibilities, the medium of the work is 'mixed media' which conveys the use of other materials and methods of display.

³ The audio clip is sourced from a recording of the applause following a performance of "He's Got the Whole World in His Hands" by Kathleen Battle and Jessye Norman. This performance is the final track included on the 1991 album *Spirituals in Concert*.

⁴ Preparatory drawings for an exhibition of "Untitled", 1994-1995 reference the audio being played loudly enough to cause the water in the pools of "Untitled" (Sagitario), 1994-1995 [FGTF GF#1995-011] to ripple. Whereas the artist eventually chose not to install these two works together, it is interesting to take note of the relationship that was initially being explored between the works and the effects of the sound component of the work when played at the general volume the artist intended.

⁵ An owner is requested to use discretion in accepting or rejecting the loan of the work for exhibitions, in keeping with Gonzalez-Torres's prioritization of exhibition contexts that contribute to evolving the meaning of the work (and not just contexts in which the work contributes to the exhibition). An owner is also requested to prioritize borrowers who: understand that by borrowing the work they are taking on rights and responsibilities to make additive decisions about the work; understand the work's capacity to shift over time; and understand that it is their responsibility to leave audiences space to encounter and interpret the work on their own terms. (The authorized borrower is intended to assign a representative(s) to take responsibility for understanding the above.) *In furtherance of its educational mission, the Felix Gonzalez-Torres Foundation welcomes the opportunity to provide advice whenever a work has been requested for exhibition.*

⁶ Prior to installation and throughout the duration of a loan, the borrower must ensure that a structure is in place that allows for thoughtful decision-making and ongoing maintenance of the work.

⁷ The purposeful punctuation of the titles includes both the placement of quotation marks around the word "Untitled" and the fact that if there is a parenthetical portion of the title it is outside of the quotation marks.

⁸ The complete captions for each work are available in the "Works" section of the Felix Gonzalez-Torres Foundation website.

⁹ While there may be works by Gonzalez-Torres which have owners that consist of more than one entity, together they constitute the current owner. The entities are perceived, referred to as, and operate as a single owner.

¹⁰ Gonzalez-Torres intended for the Certificates of Authenticity and Ownership for works to be issued anew in the name of the current owner for as long as possible. When the process of Certificate issuance has been discontinued, a record linking the new owner to the chain of previous owners is intended to be in place.

¹¹ The language in the Certificates of Authenticity and Ownership has the potential to change over time to reflect nuanced understanding of the work and how language evolves in its capacity to articulate ideas.