Deferred Reactions: ATSA and Ephemeral Landscapes

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Numéro 80, décembre 2007, janvier–février 2008

Spectateur/Spectator

URI : https://id.erudit.org/iderudit/35071ac

Citer cet article

In 1987, Krzysztof Wodiczko provided one of the most succinct critiques of “art in public places” as a form of political legitimation. Public art, he wrote, should engage in strategic challenges to the psychopolitical and economic operations of the city. Describing the work of the new avant-garde as critical intelligence, he proposed critical collaboration with institutions of mass media in order to win time and space and raise consciousness.

Around that time, some of the most successful models of city-wide public art were Chambres d’amis, organised in Ghent in 1986 and bringing together more than 50 artists, Skulptur Projekte of 1987, a project comprised of more than 70 interventions in the city of Münster, and Places with a Past, a series of site-specific works organized for Charleston’s Spoleto Festival in 1991. According to Johanne Lamoureux, part of what defined such projects was a shift away from site specificity towards the time of the event and the time it took for the spectator to travel from one place to another. Further defining the type of consumption involved in these city-wide arts festivals, Lamoureux explained how the motifs of the eighteenth-century picturesque and nineteenth-century flânerie were enlisted as features of the museologization of the city. Miwon Kwon explained this new work as part of a shift in site-specific practice away from phenomenological concerns and institutional critique and towards a discursive understanding of site. Discursively determined, the site becomes a “fragmentary sequence of events and actions through space … a nomadic narrative whose path is articulated by the passage of the artist.”

The recuperation of the external form of such projects became something of a commonplace in the ’90s. One such project was developed by the Montreal-based group ATSA, a non-profit organization founded in 1997 and dedicated to “urban interventions in the form of installations, performances and realistic displays that...”
little more than the photoshopped artefacts of ethnic pride and the memorabilia of local chambers of commerce. Not surprisingly, one of the major donors of the project, besides the City of Montréal and the Province of Québec, is the Société du développement du boulevard Saint-Laurent. Unfortunately FRAG is to public art what a primer in social history is to Saint-Urbain’s Horseman. While neither of these two groups may be aware of this, an important precursor to their work is REPOhistory’s 1992 Lower Manhattan Sign Project, a series of 39 historical markers designed as tactical interventions but also made with a general public in mind. In contrast to the historicism of the previously mentioned works, Sign Project was an engagement in what the philosopher Michel Foucault called “effective history,” a displacement of fixed historical referents that is complexly understood in relation to an “embodied” living memory. REPOhistory is a collective that was formed in 1989 as a study group of artists, teachers and activists. Unlike ATSA and Ephemeral Landscapes, REPOhistory is clearly engaged in the field of radical cultural production, both past and present. REPOhistory enlisted the assistance of public agencies only, including the Lower Manhattan Cultural Council, the Municipal Art Society, the New York Historical Society, the Department of Transportation and the New York City Council. This may have helped them to introduce the critical content of many of their signs. For example, one of the signs identifies the location of the eighteenth-century slave market and indicates that the City of New York was at that time the second largest urban slave market in the U.S. New York City slave markets were not indicated by any historical markers until REPOhistory’s intervention. A sign for stock market crashes by member Jim Costanzo, “Advantages of an Unregulated Free Market Economy,” marks the site of the New York City stock exchange. It shows a businessman falling/jumping from the heights of his lost fortune—a reminder of the precariousness of capitalism.

In comparison with ATSA and Ephemeral Landscapes, REPOhistory took the term intervention seriously. The lesson to be drawn here is not the fact that good ideas and critical content are soon borrowed by less challenging artists, but the more disconcerting idea is that thanks to state grant agencies, some forms of interventionist public art have been whittled down to a kind of “Sunday painting.” This is not an argument against state funding for the arts, however, but a critique of artistic practices that take on some of the worst features of neoliberalization, where the local is subsumed by the empty capitalist mechanisms of transnationalism.

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### NOTES

5. The website for Action Terroriste Sociallement Acceptable is www.atsa.qc.ca.
7. The REPOhistory website can be found at www.repohistory.org.