

CAJOLE
1992 Ongoing

Don't let it grow, it must not have too much maintenance . . . Don't it make too high, it'll block signage. Don't make it too wide, it'll block window frontage. No benches, encourages loitering. No content that can be scrutinized, basically no content. Decor, minimal and cost effective, in other words, cheap. These are the directives a real estate developer will give a designer/architect/artist with regards to interiors/exterior of their developments—like a Mall. There are incentives of course . . . PUDs that must be fulfilled and/but also make it desirable to do so. These incentives are the ultimate in-between. The New Museum . . . Back in the day when Marcia Tucker headed it, was truly an artists' platform . . . You could propose shows as young curator, throw your hat in the ring for an open call . . . That's what "The Art Mall: A Social Space" was. Anyone could write a proposal, send in slide, and potentially be in a New Museum exhibition. Knowing there was an open call, that was the key. Can't remember how I knew, but I did . . . And it was easy peasy for me to apply for a "mall show" as in my real life I was making mall ambiance anyway, designing trash cans for food courts, signage for strip malls etc. So for "The Art Mall", my solution was planters: planters based on the Art of the Deal developer. I went, I measured, I replicated the planters in Trump Tower, their size, their gawd, their color and material choices, their plant choices were real, but I knew better and adjusted that choice, substituting fake foliage. And added some super banal signage with even more inane language. That is what CAJOLE is: The ambiance in the mall, the in-between that silently directs, not blocks your experience, be it a shopping one, or otherwise. I spread the word to Doug Aitken about the mall show . . . His work funnily enough was exhibited right next to mine, and was a real quarter pipe for skateboarders. Funny skaters use the mall to create their world, their course. Planters beware . . .