

## **The Jewish Museum Launches Its First Kickstarter Crowdfunding Campaign for Exhibition of Interactive and Participatory Works by 40 Contemporary Artists**

### **Campaign Contributes Towards Production of 400,000 Works of Art Visitors Can Take Away With Them**

New York, NY – This fall, the Jewish Museum will upend museum conventions with *Take Me (I'm Yours)*, an exhibition featuring artworks that visitors are invited to touch, participate in, and even take home. On view from September 16, 2016 through February 5, 2017, *Take Me (I'm Yours)* will feature 40 international and intergenerational artists working in a variety of media, from sculpture, works on paper, installation, performance, and digital media. Many of the artists are creating new and site-specific works for the exhibition. On average, 10,000 of each work will be produced for visitors to take away, including temporary tattoos by Lawrence Weiner, air dispensers by Yoko Ono, pill capsules by Carsten Höller, and more.

On Tuesday, August 9, 2016, the Jewish Museum will launch its first crowdfunding campaign through [Kickstarter](#). The campaign goal is to raise \$30,000. This will contribute, in part, towards the production of more than 400,000 works of art that visitors can interact with and take away for the entire run of *Take Me (I'm Yours)* at the Jewish Museum. Anyone who supports the project on Kickstarter can contribute and enjoy opportunities to take home artwork being produced for the exhibition, limited edition prints by select artists, as well as exclusive opportunities to meet the *Take Me (I'm Yours)* curators and engage with the exhibition through special events.

Rewards range from a *Take Me (I'm Yours)* keychain (pledge of \$10) and a postcard in the mail inscribed by curator Hans Ulrich Obrist inspired by the curator's ongoing handwriting project on Instagram (pledge of \$75) to lunch for two with the exhibition curators Jens Hoffmann and Kelly Taxter at Russ & Daughters at the Jewish Museum (pledge of \$500), or an opportunity to join in the Brutally Early Club, asking Hans Ulrich Obrist anything during a personal Google Hangout session with the foremost contemporary art curator (pledge of \$500). A complete list of all the rewards can be seen on the *Take Me (I'm Yours)* Kickstarter page.

Selected artists in the *Take Me (I'm Yours)* exhibition include Uri Aran, Christian Boltanski, Andrea Bowers, Andrea Fraser, General Sisters, Gilbert & George, Felix Gonzalez-Torres, Carsten Höller, Jonathan Horowitz, Alison Knowles, Daniel Joseph Martinez, Jonas Mekas, Rivane Neuenschwander, Yoko Ono, Rachel Rose, Martha Rosler, Tino Sehgal, Haim Steinbach, Amalia Ulman, and Lawrence Weiner, among others.

First mounted by curator Hans Ulrich Obrist and artist Christian Boltanski in 1995 at the Serpentine Galleries, London, *Take Me (I'm Yours)* featured works by 12 artists that explored concepts of value and participation in the arts. Over twenty years later, *Take Me (I'm Yours)* at the Jewish Museum will be the first U.S. presentation, featuring an expanded roster of artists and projects specific to both New York City and an institution of art and Jewish culture, including

several from the original exhibition. In addition, the Jewish Museum's presentation marks the first time that *Take Me (I'm Yours)* will be on view in a collecting institution, examining the role of museum collections by giving works away rather than holding them.

*Take Me (I'm Yours)* was originally conceived by Christian Boltanski and Hans Ulrich Obrist in 1995. *Take Me (I'm Yours)* at the Jewish Museum, New York is curated by Jens Hoffmann, Director of Special Exhibitions and Public Programs, the Jewish Museum; Hans Ulrich Obrist; and Kelly Taxter, Assistant Curator, the Jewish Museum.

### **Support**

*Take Me (I'm Yours)* is made possible by the Melva Bucksbaum Fund for Contemporary Art, Bloomberg Philanthropies, Amanda and Glenn Fuhrman, Midge and Simon Palley, Charlotte Feng Ford, and Ann and Mel Schaffer. Additional support is provided by the Leon Levy Foundation.

### **About the Jewish Museum**

Located on Museum Mile at Fifth Avenue and 92nd Street, the Jewish Museum is one of the world's preeminent institutions devoted to exploring art and Jewish culture from ancient to contemporary, offering intellectually engaging and educational exhibitions and programs for people of all ages and backgrounds. The Museum was established in 1904, when Judge Mayer Sulzberger donated 26 ceremonial objects to The Jewish Theological Seminary as the core of a museum collection. Today, the Museum maintains a collection of over 30,000 works of art, artifacts, and broadcast media reflecting global Jewish identity, and presents a diverse schedule of internationally acclaimed temporary exhibitions. Visitors can now also enjoy Russ & Daughters at the Jewish Museum, a kosher sit-down restaurant and take-out appetizing counter on the Museum's lower level.

The Jewish Museum is located at 1109 Fifth Avenue at 92nd Street, New York City. Museum hours are Saturday, Sunday, Monday, and Tuesday, 11am to 5:45pm; Thursday, 11am to 8pm; and Friday, 11am to 4pm. Museum admission is \$15.00 for adults, \$12.00 for senior citizens, \$7.50 for students, free for visitors 18 and under and Jewish Museum members. Admission is Pay What You Wish on Thursdays from 5pm to 8pm and free on Saturdays. For information on the Jewish Museum, the public may call 212.423.3200 or visit the website at [TheJewishMuseum.org](http://TheJewishMuseum.org).

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