



“Kunst als Soziale Strategie” (Art as Social Strategy), 1977, Bonn Kunstverein. Podium discussion between German government ministers and APG artists. UK artists make proposal to ministers to adopt artists in their governmental departments as done in the UK.

Art and Social Intervention: the Incidental Person

APG / O+I (Organisation and Imagination) event at Tate Britain, March 23, 2005

In the late 1960s and 70s, Artist Placement Group (APG) set the stage for artists to produce radical political and social interventions in the UK and abroad. It began a process of re-positioning artists beyond their traditional contexts. To celebrate the acquisition and housing of APG’s records by Tate Archive, artists, government, and the private sector have been invited to explore its legacy.

The above photograph from the APG archive illustrates a line-up of APG artists and German ministers in Bonn in 1977, and has been used as a format for the forthcoming event at Tate Britain. This occasion will again create a platform for artists to address, together with representatives from organisations of all kinds (including Government), the role, position, and responsibility of the artist working outside art contexts. This day-long event will examine the ways artists have engaged with, and socially transformed institutional structures, and will challenge the Government (or governments), to address these roles and their relevance today.

Practitioners from across the fields of culture and from the public and private sectors will be taking part. The relevance of this body of work to current cultural policy concerns will be debated and demonstrated – in a round-table discussion which will tackle issues of policy-making and institutional participation aiming to generate new approaches and actions.

A display of APG’s historical precedents, examples of major industrial and government placements, negotiation processes, rationales and methods of procedure, as well as audio-visual material will be exhibited. A selection of this material and documentation of the event will be on Tate’s website.

The goal of this historic occasion is a formal challenge to organisations and governments to address the creative and economic potential of repositioning the artist 'within' their organisations, and on a basis equivalent to any other specialist engaged by them.

The challenge is that governments and organisations INVITE ARTISTS IN THE NEW ROLE to address areas of concern within their departments along lines implemented by APG now O + I. In effect what O + I have in their sights is a programme of new associations reflecting APG's 1970 Art and Economics exhibition at the Hayward Gallery which followed a period of industrial placements.

Amongst those invited are Secretary of State for Culture, Media and Sport, Tessa Jowell MP; Tony Benn; Sir Nicholas Serota, Stephen Deuchar, APG artists Barbara Steveni, John Latham, Ian Breakwell, Stuart Brisley, David Hall, and Rolf and Ros Sachsse from Germany historian Nicholas Tresilian; from the current generation, Lise Autogena, Kathrin Böhm, Barnaby Drabble, Jay Koh, Platform, Neal White; and others.

The exchange, the challenge, and the discourse are wide open. The eventual outcome will depend on how participants and audience convert the arising issues into action.

“CONTEXT IS HALF THE WORK”

Schedule for the day

11am – 1.30	<u>Clore Foyer / Duffield Room</u> Buffet Lunch and Preview for invited guests - to view exhibits, archive collection, audio-visual displays, installations, and continuous film programme (e.g. Introduction to Peterlee Project 2004 and Department of Health Reminiscence Aid Placement). Time for invitees to get accustomed to the contextual element of APG/O+I, to meet informally with artists, talk to involved people, and to peruse the Archive as installed.
1.30 – 1.45	<u>Clore Auditorium</u> Welcome by Stephen Deuchar (if available) Tony Benn (video 5 – 10 mins)
1.45 – 2.00	Barbara Steveni APG
2.00 – 2.45	Nicholas Tresilian: Historical overview of APG's seminal placements, practice and context, Bringing it forward to today's interests and culture as we understand it. Introduction to <i>Bonn Line-Up</i> of 1977, how this relates to today's occasion and the proposition to be made. John Latham (<i>The Shift</i> – video)
2.45 – 3.30	Tea Break (moveable)
3.30 – 4.00	Introduced by Nicholas Serota, Secretary of State for Culture Tessa Jowell (recent update from her office, now possibly 2.30pm) and O+I Proposal .
4.00 – 6.00	Round Table Discussion Discussing O+I's proposition to Tessa Jowell and her response, leading to a debate on the role and participation of the artist in social, political and economic fields, The challenge of Artist Placements – Incidental Person Art - <i>(Some scheduled speakers may have been pre-recorded and will be included in the Round Table, or allocated slots subject to confirmation)</i> <i>Invited speakers include:</i> <ul style="list-style-type: none">• Chair: Barnaby Drabble• Tony Benn• Hans-Ulrich Obrist - focus on the 'Processual', 'long-termism' in APG/O+I's practice, the APG archive• Dennis Stevenson - Peterlee/University of the Arts.• Private and Public Sector representatives from APG's initial placements: Peter Byrom, (ICI) Peter Walding (DOE), Chris Patey, (British Steel now Corus), Peterlee and Scottish Office representative John McTernan (LBS)• APG placement artists including: David Toop, Anna Ridley, David Hall, Ian Breakwell• Artists whose work relates to APG today: including Lise Autogena, Jane Trowell and James Marriot (from Platform), Jay Koh, Kathrin Böhm, Neal White• Andrew Marr (as Respondent – to draw together political, cultural and economic implications)
6.00 – 8.00	<u>Clore Foyer / Duffield Room</u> Drinks

THIS PROGRAMME IS PROVISIONAL