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## MUSAC's Showcase Project to display a project focused on the publication *Point d'ironie*



Project title: **Point d'ironie**

Venue: **MUSAC Showcases**

Dates: **31 January - 21 June 2009**

Project Curator: **María Inés Rodríguez**

Coordinator: **Carlos Ordás**

For further information see [www.pointdironie.com](http://www.pointdironie.com)

Opening 31 January, MUSAC's Showcases is to host a project focused on *Point d'ironie*, a publication established in 1997 by French fashion designer agnès b. in cooperation with Swiss curator Hans Ulrich Obrist and French artist Christian Boltanski. Roughly four times a year, an artist is granted full control of the *Point D'ironie* paperscape in a hybrid publishing project: part magazine, part poster. The only factor that remains unchanged from one edition to the next is the format: an 8-page tabloid that each artist is free to approach as they wish. For *Point d'ironie*'s project at the Showcases, MUSAC has invited *Point d'ironie*'s executive editor María Inés Rodríguez to design an installation where an entire set of magazines, from the first issue to the most recent, is used to cover the available space. In addition, 10,000 copies of the magazine, carrying the works of Robert Crumb, Hugues Reip and Melanie Counsell, amongst others, will be circulated free.

*Point d'ironie* is not a magazine about art, but rather a space to be intervened by each guest: artists, architects, musicians, film directors, etc. The idea is to offer free artworks in print format in an age of digital communications, allowing users touch, read (or not), show, frame, file or discard them – or even use them as wrapping paper. Ultimately, the format is intended to appear and vanish just as easily.

The publication takes its name from the *point d'ironie* punctuation mark invented in the late 19th century by French author Alcanter de Brahm to be used at the end of sentences (in the same way as an exclamation or question mark) to indicate ironic passages in the text. Hopefully some day it will be included on our keyboards.

The magazine is circulated free of charge around the world. Between 150,000 and 200,000 copies of each issue are handed out at agnès b. outlets (in Europe, Asia and the US), as well as at museums, cafés, galleries, art schools and other institutions. In artist Christian Boltanski's own words, "The publication's broad distribution undermines the idea of the 'original'. Traditionally, if you owned a photograph, there were at the most 50 copies of it, so it acquired an economic value. *Point d'ironie*'s mass distribution destroys that value and allows a student or housewife to hang it on the wall. Therein lies an important element of the publication's originality, since this idea of mass distribution is pretty rare in the art world, where everything works in small circles."

*Point d'ironie* was born in 1997 out of a conversation between designer agnès b., artist Christian Boltanski and curator Hans Ulrich Obrist, who is currently based in London as Co-director of Exhibitions and Programmes and Director of International projects at the Serpentine Gallery.

The long list of creators who have contributed to *Point d'ironie* includes filmmakers Jonas Mekas and Harmony Korine, visual artists Douglas Gordon, Tacita Dean, Gilbert & George, Yoko Ono and Damien Hirst; photographer Martin Parr; illustrator Robert Crumb and architect Yona Friedman, amongst others

#### ISSUES PUBLISHED BY *POINT D'IRONIE*

num. 0	Jonas Mekas, May 1997
num. 1	Joseph Grigely, June 1997
special	C.B., remember James Lee Byars
num. 2	Gilbert & George, October 1997
num. 3	Douglas Gordon, November 1997
num. 4	Marlene Streeruwitz, February 1998
num. 5	Annette Messager, April 1998
num. 6	Lawrence Weiner, May 1998
num. 7	Christian Boltanski, July 1998
num. 8	Itsuko Hasegawa & Dan Graham, September 1998
num. 9	Gabriel Orozco, December 1998
num. 10	Claude Lévêque, January 1999
num. 11	Hans-Peter Feldmann, March 1999
special	Martin Parr, April 1999
num. 12	Harmony Korine, May 1999
num. 13	Antoinette Ohannessian/Toni Negri, June 1999
num. 14	Louise Bourgeois, September 1999
special	Frédéric Bruly-Bouabré, January 2000
num. 15	Roni Horn, February 2000
num. 16	Richard Billingham, May 2000
num. 17	John Giorno & Ugo Rondinone, June 2000
num. 18	Rosemarie Trockel, July 2000
num. 19	Ken Lum, Tribute to Chen Zhen, February 2001
num. 20	Cedric Price, November 2000
num. 21	Raymond Hains, June 2001
num. 22	Gilbert & George, September 2001
num. 23	Thomas Hirschhorn, October 2001
num. 24	Yona Friedman, December 2001
special	Navin Rawanchaikul, January 2002
num. 25	Matthew Barney, June 2002
num. 26	Christian Boltanski, June 2002
num. 27	Hanne Darboven, June 2002
num. 28	Raqs Media Collective with PradipSaha, September 2002
num. 29	Edouard Glissant with <i>Les périphériques vous parlent</i> , November 2002
num. 30	Claude Closky, June 2003
num. 31	Yoko Ono, December 2003
num. 32	Paul-Armand Gette, January 2004
num. 32 bis	Collection agnès b., April 2004
num. 33	Philippe Parreno, April 2004
num. 34	Michel Foucault, September 2004
num. 35	Yona Friedman, October 2004
special	Nancy Spero, April 2005
num. 36	Tacita Dean, May 2005
num. 37	Ed Ruscha, June 2005
num. 38	Ryan McGinness, January 2006
num. 39	Richard Prince, April 2006
num. 40	Damien Hirst, September 2006
num. 41	Tribute to Raymond Hains, November 2006
num. 42	Tobias Buche, January 2007
num. 43	Hreinn Fridfinnsson, August 2007
num. 44	Hugues Reip & Melanie Counsell, July 2008
num. 45	Robert Crumb, October 2008

MUSEO DE ARTE CONTEMPORÁNEO  
DE CASTILLA Y LEÓN

*Press Office.*

Avda. de los Reyes Leoneses, 24

24008 León - Spain

T. +34 987 09 00 00

F. +34 987 09 11 11

[www.musac.es](http://www.musac.es)

[prensa@musac.es](mailto:prensa@musac.es)