

SUBTEXT PROJECTS presents

FREERIDING

East/West Galleries, Texas Woman's University, Denton, Texas

January 10–February 10, 2011

Reception: January 25, 4–6 pm

Gallery hours: Monday–Friday, 9 am–4 pm

CONTACT INFORMATION

Subtext Projects

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Fine Arts Building on the TWU/Denton campus

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FOR IMMEDIATE RELEASE

January 4, 2011

Subtext Projects is proud to present the exhibition *FREERIDING*, which opens January 10, 2011 at Texas Woman's University's East/West Galleries and is on view through February 10, 2011. The exhibition features works that reflect on or incorporate an act of giving or taking. The nature of these exchanges eclipses mere interaction and involves a deeper commitment on the part of the artist and viewer in that each gains something, relinquishes something, or engages in a reciprocal trade.

FREERIDING brings together works by the Art Guys, David Bergholz, Christine Bisetto, Richie Budd, Candy Chang, M. Kate Helmes, Kristin Lucas, Temporary Services, and Lawrence Weiner, and a project organized by curator Daniel Baumann. Each work in the exhibition relates to the idea of exchange—whether the artist designates his work part of the Public Freehold (Weiner); recreates and manipulates another artist's work (Bisetto); mines from images in the public domain and depends on online workers to contribute to the piece (Lucas); purges intimate objects and memories (Helmes); sells opportunities to engage in conversation with the artist (Budd); or the work centers on charitable, collaborative, and intellectual exchanges (the Art Guys, Bergholz, Chang and Temporary Services).

The passing of an object from one person to another inevitably raises questions about economic systems, particularly issues of bartering or charity that defy the norms of capitalism. Often proliferating during recession eras, past and present exchange-based projects aim to counter the market and encourage basic human interactions. Works like those included in *FREERIDING* illustrate and underline the social aspects and human exchanges that art can offer, especially when markets or financial trades are not of chief concern. The exchanges and interpersonal interactions presented by the featured works challenge and defy the hallmarks of an era where isolation and detachment are often the easier choices.

FREERIDING is organized by Alison Hearst and Leslie Murrell of Subtext Projects.

The East/West Galleries are located in the Fine Arts Building on the Texas Woman's University at Denton campus at the corner of Texas and Oakland streets. The exhibition reception will be Tuesday, January 25 from 4 to 6 pm. The gallery will be open Monday through Friday from 9 am to 4 pm for the duration of the exhibition.