



RELATED PROGRAMS

October 1 | 1-2:30 PM | Culver Center of the Arts, Black Box Studio
JEFF&GORDON: Call For Community Participation – STAND TOGETHER!

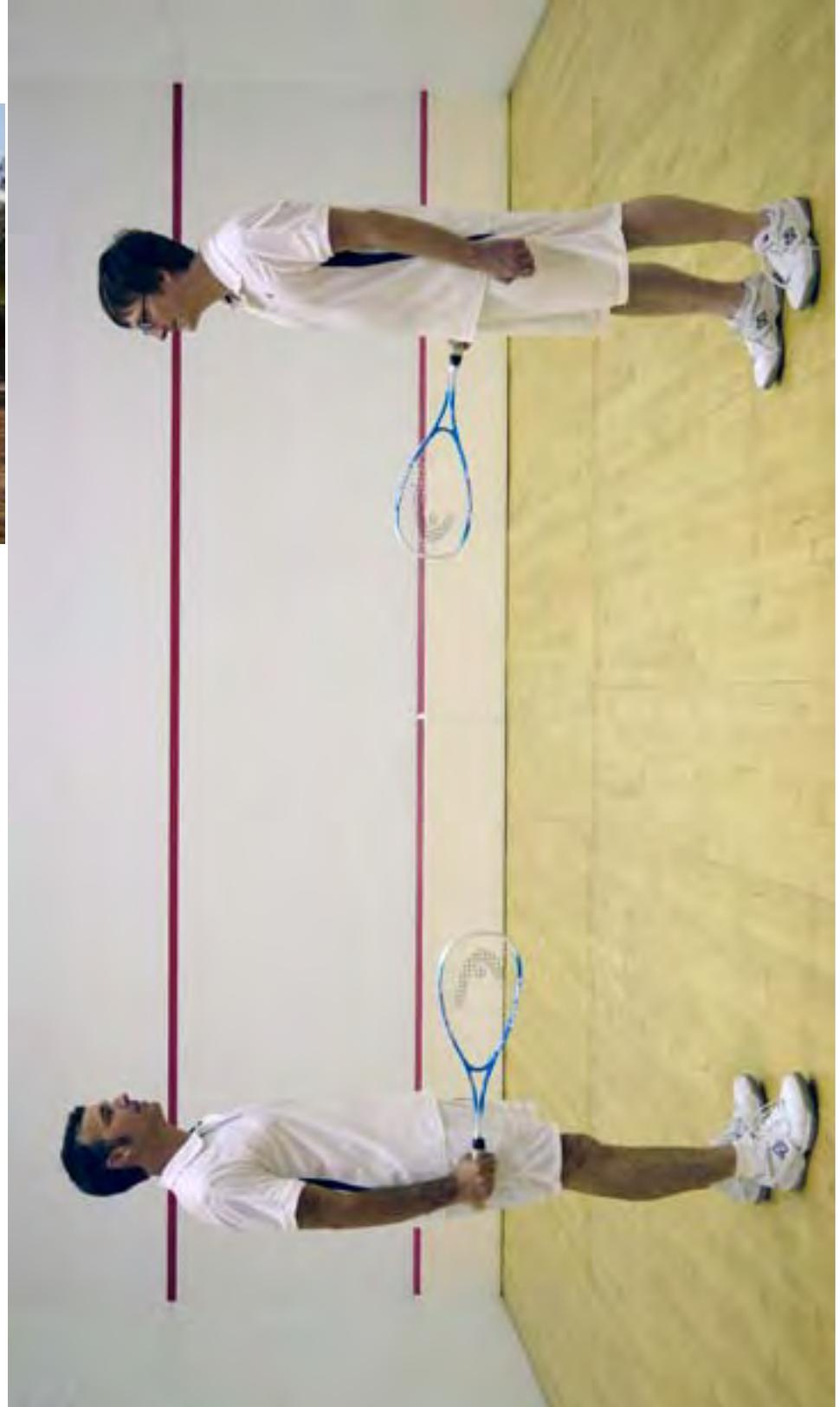
A major component of the video installation evolved from JEFF&GORDON working with community members, many of whom were affected by the foreclosure crisis in the Inland Empire. Working with the Fair Housing Authority of Riverside on October 1st, the artists invited both people who have been affected by foreclosure and members of the community at large to appear on video, standing together as a group, in a demonstration of community pride and solidarity. The artists wanted to suggest that perhaps too much emphasis is put on personal responsibility and achievement, while at the same time recognizing the powerful, motivating role that competition plays in our society. “Everyone more or less accepts that banks are playing the profit game, and that we have to play the game with them,” artist Gordon Winiemko said. “Can we really say that the person who played the game and got to keep a house is a more worthy or deserving person than the one who lost the house?” After the video shoot representatives from the Fair Housing Council of Riverside offered free foreclosure prevention information to homeowners who have experienced a financial hardship and are facing difficulty making mortgage payments. This informative session gave homeowners a better understanding of Foreclosure Prevention options, as well as tips on how to effectively communicate with their lender, and gain insight on various foreclosure prevention programs that could help save their homes.

October 29 | 6-9 PM | UCR Sweeney Art Gallery
JEFF&GORDON: Play Against | Opening Reception

November 3 | 7-9 PM | First Thursday ArtsWalk Event | Sweeney Art Gallery @ Culver Center of the Arts
A Special Encounter with JEFF&GORDON

Sweeney Art Gallery will present a one-night social event that invites the public in a participatory role with artists JEFF&GORDON. Recognizing the desire on the part of the average gallery or museum visitor to gain insight into the exhibition, *Play Against*, and into the artists’ process, JEFF&GORDON will employ their usual strategy of borrowing from a social custom or cultural idiom and meet with members of the public in a series of controlled convivial situations. Channeling the phenomenon of social gatherings and social networking, the public and JEFF&GORDON will be able to get acquainted to see how much they like each other, and to decide if they would like to see each other again. Participants will be provided with an entrée of suggested discussion topics and refreshments.

A Special Encounter with JEFF&GORDON is a First Thursday ArtsWalk event and is supported by the Gluck Fellows Program of the Arts at UC Riverside. The Gluck Fellows Program is made possible by the generosity of the Maxwell H. Gluck Foundation.





JEFF&GORDON: PLAY AGAINST
Sweeney Art Gallery | OCTOBER 29 - DECEMBER 10, 2011

JEFF&GORDON: Play Against is a multi-channel performative video installation intertwined with contesting dialogue between a game associated with the upper-class and the realities of the economy for middle-and lower- income citizens. Through their continual exploration of social interactions, the artist team JEFF&GORDON (Jeff Foye and Gordon Winiemko) confronts a hefty and timely concern hovering over the Inland Empire's foreclosure calamity. Using the high-speed racquet sport of "squash" as metaphor, the exhibition rallies with the tension between cooperation and competition that runs through the public discourse. Generally considered a "gentlemen's game," squash is not solely devoted to competition. It also facilitates the development of networks and conversation exchanges. As part of their practice of appropriating contexts and situations, and navigating rules, and each other, the artists attempt to play the game of squash accurately and well. This is exemplified in their video projection, the centerpiece of the exhibition, *How You Play The Game*, in which the sport contends with sound bites referencing anecdotes on the American dream – "work hard, keep at it, and you can succeed."

In an effort to relay the involvement of participants in their work, JEFF&GORDON frame the squash scenes with a large scale, two-channel video projection entitled *The Wisdom of Crowds*. The title is an allusion to the book written by business and finance journalist James Surowiecki. Similar to the artists' exploration of cognition and collaboration, Surowiecki's study is about the aggregation of information in groups, which under the right circumstances are often better than what could have been made by any single member of the group. The video conveys this notion as people appear on screen as an ensemble and at times sparingly. Each individual in the crowd possesses an elusive role in their connection to the activity around them. They could be spectators to the game of squash, or even the "game" of the foreclosure crisis. They could be participants standing together in a silent gesture of solidarity. They could be individuals who are waiting to realize their potential as a group.

On the opposing end of the cinematic scope of the squash court is a series of videos entitled *Temporarily Embarrassed*. In this series, JEFF&GORDON examine the pretensions of home

ownership and the aftermath of losing that ownership. The title is borrowed from a quote by John Steinbeck that the artists recontextualize in *How You Play The Game*: "... Americans see themselves not as an exploited proletariat but as temporarily embarrassed millionaires."

Presented on flat panel video displays, the artists perform not just idyllic scenes of home ownership (such as washing the car in the driveway or doing yard work) but, by freezing in mid-gesture, they perform the image of home ownership. As in most of their work, the artists' presence serves to activate the locations – in this case, foreclosed properties in the Inland Empire. Here, the odd, comical, frozen tableaux evoke the limbo or stasis brought on by displacement, but also suggests the potential for redemption.

- Jennifer Frias, associate curator, UCR Sweeney Art Gallery

ABOUT THE ARTISTS

JEFF & GORDON are a collaborative team of artists who create videos and installations that explore social interactions. Jeff Foye and Gordon Winiemko create situations wherein an audience will reflect on their participatory role in the ever-changing cultural narrative; every one of us contributes to our collective culture, but at the same time we are all defined by culture. As such, their work frequently "takes on" the form of familiar social conducts and iconography, and also enters into a dialogue with the site or the context in which the work is exhibited. The artists also forward their personae, and frequently mediate their performative actions through video, as informed by the cinematic aesthetic. The artists live and work in the Los Angeles area. The artists received their MFA's from California State University Long Beach, and University of California Irvine, respectively, in 2007. They live in the Los Angeles area. This is their second solo show as a team. *JEFF&GORDON: Play Against* is organized by UCR Sweeney Art Gallery, and curated by Jennifer Frias, associate curator, Sweeney Art Gallery.

Support for *JEFF&GORDON: Play Against* is provided by UCR's College of Humanities, Arts and Social Sciences, Fair Housing Council of Riverside and UCR's Student Recreation Center. *JEFF&GORDON: Play Against* is an exhibition in dialog with a UCR initiated project that will be under development throughout the 2011-2012 academic year, *Understanding the Human Impacts of Housing Foreclosure: An Interdisciplinary Exploration of Economic, Social and Political Inequality*. The steering committee includes UCR professors Gary Dymksi (Economics), Vanessa Estrada (Sociology), Martin Johnson (Political Science), Ellen Reese (Sociology/Labor Studies), Jonathan Green (ARTSblock), and Tyler Stallings (Culver Center of the Arts/Sweeney Art Gallery). IMAGES: (Front cover) Outtake from *How You Play The Game*, 2011. Single-channel projection. (Insert left) Production still from the series *Temporarily Embarrassed*, 2011. (Insert right) Video still from *The Wisdom of Crowds*, 2011. Two-channel projection. (Back cover) Production still from the series *Temporarily Embarrassed*, 2011. All works courtesy of the artists.