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Exposure as a Strategy: The frequent exhibition model

Exhibition can be the exposure an artwork requires to stay relevant, and to be deemed of importance to preserve. For this reason, conservation of contemporary art demands for the recognition of the artwork besides the attention to and care for to the physical object. The exhibition is a potent moment in the trajectory of an artwork to aid conservation. This research project assesses how exhibition contributes to the conservation of the artwork, through the evaluation of three exhibition models; the generative exhibition, the applied research exhibition and the frequent exhibition model.

This paper presents and discusses an example of the frequent exhibition model, the case study of ARTIST ROOMS: Joseph Beuys at the Leeds Art Gallery (2017-2018). ARTIST ROOMS is a touring collection that is co-owned by TATE and National Gallery of Scotland that prioritizes the accessibility to the artworks, with special attention to reaching young people in the United Kingdom. In this paper I argue that the de-installation of this exhibition gave insight into the knowledge generation and the exchange of installation practices and conservation practices. Keeping artworks 'active' through exhibition as a conservation strategy is compared to 'the exploration of the original through its facsimiles' (Latour and Lowe 2010). The case study addresses the merits and limits of exhibiting artworks more frequently.