



LAZY J HOLLYWOOD 4322 SUNSET DRIVE LOS ANGELES 90027 #323.660.2575

PRESS RELEASE

THE LAZY J WITH SUPPORT FROM THE BELIEVER MAGAZINE AND THE HOLLYWOOD HILLS HOUSE ANNOUNCE THE FIRST ANNUAL BACKYARD INVITATIONAL: A PRESENTATION OF VIDEO ART WHICH WILL INCLUDE THE AWARDING OF THE FIRST PRIX DE HOLLYWOOD \$2000 CASH PRIZE. THE BACKYARD INVITATIONAL SUPPORTS WITH CASH AND ATTENTION THE DEVELOPMENT OF THE MOVING IMAGE AS AN ART FORM WHILE INTRODUCING AN ALTERNATIVE FORMAT FOR SELECTING QUALITY. THE SCREENINGS WILL TAKE PLACE OUTDOORS IN THE SILVER LAKE SECTION OF LOS ANGELES, JUST OFF SUNSET BOULEVARD ON THE LAZY J CAMPUS ON SUNDAY, JULY 11TH AT 8 PM.

ELEVEN 'CURATORS' INVITED FROM WITHIN AND OUTSIDE THE INSTITUTIONAL AND PROFESSIONAL ART WORLD WILL PRESENT VIDEOS OF THEIR SELECTION TO BE CONSIDERED FOR THE PRIZE. MOCA ASSISTANT CURATOR **MICHAEL DARLING** WILL PRESENT **RODNEY MCMILLAN**. EXPERIMENTAL FILMMAKER **MORGAN FISHER** WILL PRESENT **MARGARET HONDA**. WRITER AND CURATOR **MALIK GAINES** WILL PRESENT **ALEXANDRO SEGADE**. BELGIAN ARTIST **JOHAN GRIMONPREZ** WILL PRESENT **DARAGH REEVES**. DESIGNER **BETTINA HUBBY** WILL PRESENT **WILLIAM STONE**. REDCAT GALLERY DIRECTOR **EUNGIE JOO** WILL PRESENT **MICHAEL JOO**. CSLUB UNIVERSITY ART MUSEUM CURATOR **MARY KAY LOMBINO** WILL PRESENT **KEVIN HANLEY**. INDEPENDENT CURATOR **JENELLE PORTER** WILL PRESENT **FRIEDRICH KUNATH**. VIDEO ARTIST **KERRY TRIBE** WILL PRESENT **JUAN RECAMAN**. LACE DIRECTOR **IRENE TSATSOS** WILL PRESENT **KARL ERICKSON**, AND WRITER **BENJAMIN WEISSMAN** WILL PRESENT **HARRY DODGE** AND **STANYA KAHN**.

APPROXIMATELY 60 MINUTES OF PROJECTED VIDEOS, EACH BRIEFLY INTRODUCED BY ITS 'CURATOR', WILL BE SCREENED. AFTERWARD, THE AUDIENCE WILL CHOOSE THE RECIPIENT OF THE FIRST PRIX DE HOLLYWOOD BASED ON THEIR RESPONSE TO A QUALITATIVE QUESTION SUCH AS: "WHICH VIDEO WOULD YOU LEAST LIKE YOUR MOTHER TO CATCH YOU WATCHING?" THE ACTUAL QUESTION WILL BE PREDETERMINED WITH NO DIRECT KNOWLEDGE OF THE WORKS PRESENTED AND WILL NOT BE DISCLOSED UNTIL THE EVENT. IN HAVING THE RECIPIENT OF THE AWARD DETERMINED BY THE INTERPRETATION OF A QUESTION, WE DESTABILIZE HIERARCHIES OF QUALITY BY DISPOSING OF THE CONCEIT OF A 'BEST' ARTWORK. THE WINNER WILL SHARE A PORTION OF THE \$2000 CASH PRIZE WITH THE PRESENTING "CURATOR".

INTRODUCING THE DYNAMIC OF A CONTEST TO AN ART EXHIBITION IS AN ESSENTIAL ELEMENT OF THE BACKYARD INVITATIONAL'S GOAL OF GENERATING ENTHUSIASM FOR ART.

THIS WILL BE THE SECOND ART PROJECT HOSTED AT THE LAZY J PROPERTY IN LOS ANGELES. THE FIRST WAS CALLED 'OASES', WHICH WAS REVIEWED IN THE LA WEEKLY:

[HTTP://WWW.LAWEEKLY.COM/INK/03/36/ART-NELSON.PHP](http://www.laweekly.com/ink/03/36/art-nelson.php). FOR MORE INFORMATION ABOUT THE HOLLYWOOD HILLS HOUSE, AN INTERNATIONAL ARTISTS RESIDENCY, PLEASE REFER TO [WWW.HOLLYWOODHILLSHOUSE.ORG](http://www.hollywoodhillshouse.org).

FOR FURTHER INFORMATION CONTACT:

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