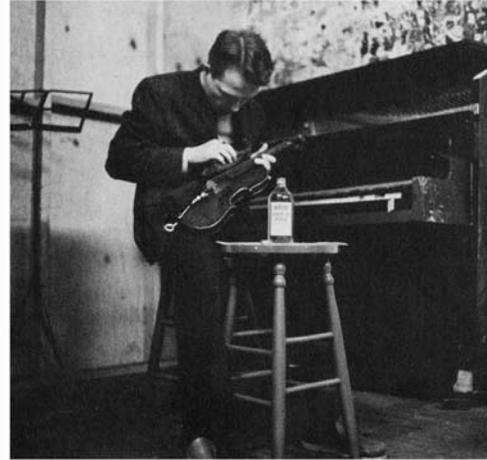


**FOR IMMEDIATE RELEASE**

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**Right:** George Brecht performing *Solo for Violin*, April 25, 1964.  
Flux Fest at Fluxhall. Photograph by George Maciunas.



***Asheville Art Museum presents Flux Cuts: Experiments in Film***

New Media Gallery exhibition on view October 2, 2012 – Sunday, January 27, 2013

ASHEVILLE, NC – The New Media Gallery of the Asheville Art Museum is the first of its kind in WNC, offering innovative artists from the region and far beyond the opportunity to share their work with Museum Members and visitors, while developing new audiences and gaining broader recognition for their contribution to the modern art scene. The Museum is pleased to announce the second exhibition currently featured in this exciting new space, [\*Flux Cuts: Experiments in Film\*](#), an exhibition celebrating the 50<sup>th</sup> anniversary of the Fluxus art movement in America. This exhibition remains on view in the Museum’s East Wing through Sunday, January 27, 2013.

A loosely organized group of artists calling themselves *Fluxus*, meaning “flow” in Latin, was established in 1962 with artist George Maciunas as its founding member. The Fluxus movement included independent international, multi-disciplinary artists inspired by the Dada movement in the 1920s and artist Marcel Duchamp, as well as artist and composer John Cage, known locally for his connections to Black Mountain College in the mid-20<sup>th</sup> century, including his 1952 performance, or “Happening”, titled *Theater Piece No. 1*. Cage began teaching at New York City’s New School for Social Research in 1956. Many of his students were artists who later organized themselves around the Fluxus movement. The artist’s involvement in the avant-garde music scene, as well as his interest in creating art from daily life and found objects, contributed to the element of chance evident in the Fluxus movement.

The films featured in *Flux Cuts* are experimental. They are reflections of the artistic endeavors of individuals, and those of a group who, for the first time, had convenient access to and interaction with relatively inexpensive hand-held 16mm film cameras. Many of the Fluxus artists related to the dominant art trends of the same time period: Op Art, Process or Conceptual Art and Minimalism; these films include George Maciunas’s *10 Feet* (1966, 23 seconds) and *1000 Frames* (1966, 43 seconds), and Paul Sharits’s *Dots 1 & 2* (1965, 35 seconds). Nam June Paik’s *Zen for Film* (1962-64, 8 minutes) is visual silence; similar to composer John Cage’s seminal work, *4:33*, Paik’s film asserts patience and meditation onto the viewer and audience.

The camera, in both still and moving format, as well as film processing and audience expectations have continued to rapidly expand and shift in the 50 years since the Fluxus movement began. The Asheville Art Museum celebrates these artists and their early experiments in film.

In addition to videos shown in the exhibition (ongoing), a special screening of the *Fluxfilm Program* on 16mm film will be held in January 2013 (details forthcoming). Artists featured in *Flux Cuts: Experiments in Film* include Erik Andersen, George Brecht, John Cage, Albert Fine, Joe Jones, George Maciunas, Yoko Ono, Nam June Paik, Jeff Perkins, Paul Sharits, Cheiko Shiomi, Ben (Ben Vautier), Wolf Vostell and Robert Watts.

This exhibition was organized and curated by the Asheville Art Museum with support from f/32 Photography Group.

### **About the Asheville Art Museum**

Founded by artists in 1948 in Asheville, NC, the Asheville Art Museum annually presents an exciting, inviting and active schedule of exhibitions and public programs based on its Permanent Collection of 20th and 21st century American art. Any visit will also include experiences with works of significance to Western North Carolina's cultural heritage including Studio Craft, Black Mountain College and Cherokee artists. Special exhibitions feature renowned regional and national artists and explore issues of enduring interest. The Museum also offers a wide array of innovative, inspiring and entertaining educational programs for people of all ages. Additional information for upcoming exhibitions and public programs at the Museum can be found online at [www.ashevilleart.org](http://www.ashevilleart.org).

Special thanks to [BOLD Life](#), [Verve](#) and [Carolina Home & Garden](#) magazines for their support as a Media Sponsor of the Museum for the 2013 fiscal year. For more information about media sponsorships, please email Kathleen Glass, Communications Manager, at [kglass@ashevilleart.org](mailto:kglass@ashevilleart.org).

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The Asheville Art Museum is the only nonprofit visual arts museum serving the 24 counties of Western North Carolina. Incorporated by artists in 1948, the Museum collects, preserves and interprets American art of the 20<sup>th</sup> and 21<sup>st</sup> centuries with a focus on work of significance to the Southeast.

Centrally located in downtown Asheville on Pack Square, the Museum is open 10:00 a.m. to 5:00 p.m., Tuesday through Saturday and 1:00 p.m. to 5:00 p.m. on Sunday. Special docent-guided tour packages are available for groups and students.

Admission to the Museum is \$8.00 for adults and \$7.00 for seniors, students with ID and for children 4-15 (children age three and younger are admitted free). Members are admitted free to the Museum.

The Asheville Art Museum is accredited by the American Association of Museums and receives general operating support from businesses, foundations and individuals, as well as from the North Carolina Arts Council, an agency funded by the State of North Carolina, and the National Endowment for the Arts, which believes that a great nation deserves great art. Additional support is provided by the City of Asheville and Buncombe County.

The Asheville Art Museum asks when reprinting images, please keep all artwork at their original proportions; please do not crop them or alter them disproportionately. Provided image credit information is mandatory and images are not for resale.