

05.09.01 VOLKSBOUTIQUE HITS
THE ROAD

Brooklyn-based conceptual artist **Christine Hill**, fresh from last year's *Pilot*, the soup-to-nuts creation of a late-night talk show pilot culminating in the actual shooting of an episode at **Ronald Feldman Gallery** in New York, is hard at work on the latest installment of **Volksboutique**, a project that began as a secondhand clothing store in East Berlin that was later featured in **Documenta X** in Kassel in 1997. Volksboutique has evolved from its original concept to become a production house that sponsors and organizes Hill's other projects, which she refers to as "organizational ventures" in preference to the more common tag of "performance art." "Given that an increasing amount of the artistic content of these shows is organizational, this term will now effectively replace it," she explains, referring to the recent trend in Europe. Volksboutique will be on view from May 18 through July 31, 2001, at the **Kunstverein Wolfsburg** in the form of a workshop that will produce the *Volksboutique Reference Library*, a twenty-volume catalogue reminiscent of Sears and Roebucks catalogues, and the *Volksboutique Training Video*, a manual resembling corporate training videos that aims to publicize the Volksboutique concept. "These are instrumental in explaining what it is that I do to my mother," says Hill. The project then travels to the **Migros Museum** in Zurich, where the live workshop continues from February to April 2002. The final stop will be the **Institute of Contemporary Art** in Leipzig, where it will be shown May to July, 2002. A website (www.volksboutique.org) is scheduled to launch sometime in June.



Christine Hill, *Installation view of the original Volksboutique*, Berlin, 1996

—Giovanni Garcia-Fenech