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Christine Hill

'Home Office'

*Ronald Feldman Fine Arts
31 Mercer Street, SoHo
Through Nov. 15*

Christine Hill, performance artist and conceptualist, blurs the line separating art, life and business. In the gallery Ms. Hill has set up a "home office" for running a company called Volksboutique, which she founded in the 1990's in Germany, initially as used clothing store, or rather an artwork in the form of a used clothing store. In the past Ms. Hill has produced television talk shows and metropolitan tour services as art.

During gallery hours Ms. Hill works at her desk in a corner of the gallery equipped with old furniture, a red linoleum floor, wood wainscoting and green walls. Nearby five fake-antique steamer trunks stand open, displaying neatly organized clothes, tools and other accouterments associated with tasks Ms. Hill performs in her office, one for each day of the work week: reception, accounting, public relations, production and management.

Elsewhere she exhibits prototypes for entrepreneurial ventures, including the Volksboutique Accounting Archive, a woody place like a room in an old school or library, where people may record stories and experiences that will be kept on file. Ms. Hill is seeking a permanent New York home for the archive. This raises a question: Is she an earnest social activist or an Andrea Zittel-style satirist of modern industry, sales and bureaucracy? Or is the most serious purpose marketing one commodity, Ms. Hill herself?

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