

TONY OURSLER

Lucky Charm, 2019

Naxa boom box, powder coated steel, pigment print mounted to 3mm aluminum dibond, digital media on flash drive
Dimensions Shelf: 23.25 × 7.25 × 8 inches
Dimensions Print: 19 × 15 inches
Dimensions Boom Box: 7.8 × 6 × 6 inches
Edition of 10 with 4 APs (each unique)
Pictured: Edition 9/10 (Available 3, 4, 7, 8, 9)
Produced for CalArts by Lisa Ivorian-Jones
Photo: Joshua White / JWPictures.com

\$15,000

Tony Oursler (CalArts BFA 1979) has created *Lucky Charm*, 2019 for CalArts's 50+50, in an edition of 10 with 4 APs.

Tony Oursler and Mike Kelley met at CalArts in 1976. The two quickly formed a "band," which became the experimental collaborative group *The Poetics*. Concerned with a pop-cultural means of presentation of art activities, the groups' projects explored the territories of sound, music, and performance, producing radio shows, proto-punk songs, soundtracks, dance installation, and comedy. Kelley and Oursler worked with numerous collaborators and band members, including David Askevold, Jim Shaw, and John Miller. Oursler's notebook became the repository for the band's ideas, lyrics, installation sketches, performance diagrams, and notes of various kinds. This edition relates physically to CalArts in that many of the projects that Kelley and Oursler developed first originated there, specifically in Documenta '10, for which they produced a large-scale installation and which, in modified form, toured extensively, and is now on semi-permanent display at the Pompidou Center. The edition incorporates the multimedia impulse of the artists, incorporating a pop-cultural, multimedia iconic boombox. The box features a video made especially for CalArts's 50th Anniversary that mines *The Poetics* archive and incorporates previously unseen footage produced by Oursler and Kelley. It also includes iconography of the leprechaun (an Irish-American trickster character), various graphics from *The Poetics* notebook, as well as musical accompaniments from the band.

The classic marbled cover of the notebook was significant for the band. It was the generic school notebook cover of the 60s and 70s (this edition printed near Oursler's hometown of Nyack, New York). It also carried a significant relationship to the painting technique of frottage and was modified by countless adolescents with doodles, graffiti, and erasure to provoke a pareidolia effect. With this in mind, Oursler has produced *Lucky Charm*, 10 variations of the notebook cover for CalArts's 50+50 edition series. Each variation is based on original sketches and inspirations from the notebook.



Inquiries and Sales information:

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50plus50.calarts.edu

50 A CREATIVE
CENTURY
+50
FROM CHOUINARD
TO CALARTS

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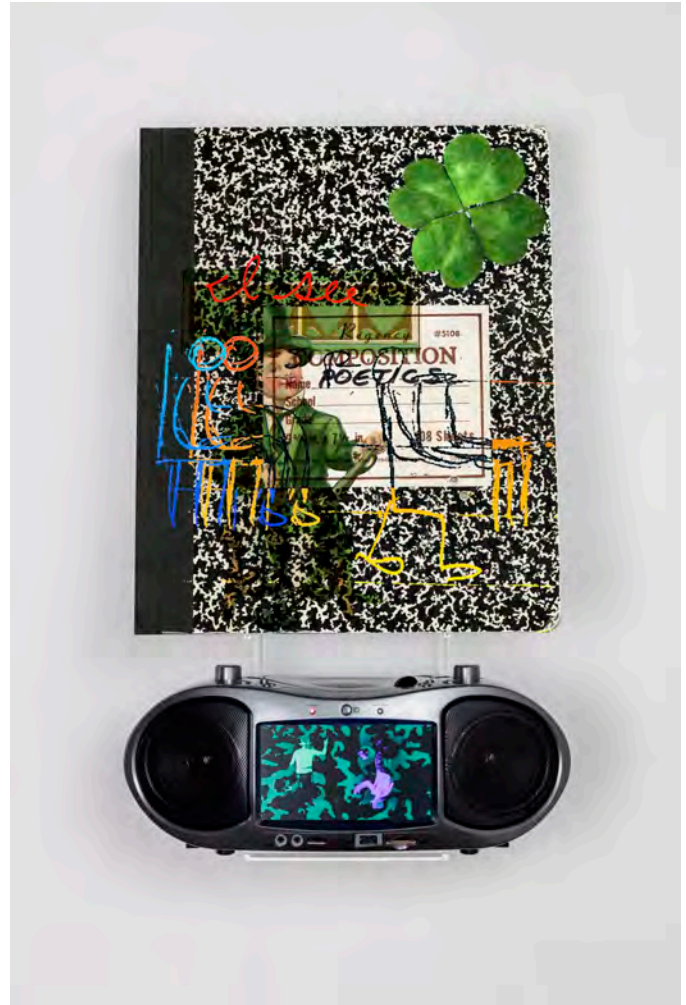
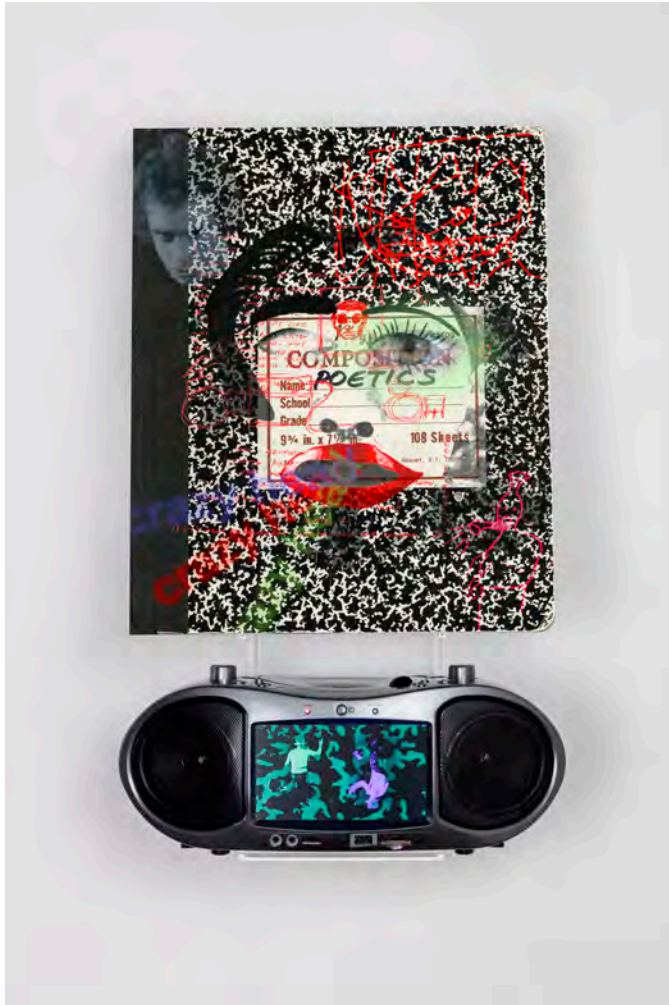
Edition of 10 with 4 APs (each unique)

Pictured: Editions 3/10, 4/10 (left to right)

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Pictured: Editions 7/10, 8/10 (left to right)

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50 + 50

A CREATIVE CENTURY FROM CHOUINARD TO CALARTS

CalArts, in partnership with publisher Lisa Ivorian-Jones, has commissioned limited editions and artwork series by a prominent group of 50 artist alumni as a part of *50+50: A Creative Century from Chouinard to CalArts*. *50+50* is an unprecedented artist-led scholarship endowment initiative in preparation for the upcoming 50th anniversary of California Institute of the Arts and the centennial of Chouinard Art Institute.

The *50+50* artist editions and series reflect the diversity of graduating artists from CalArts and Chouinard, which together have nurtured some of the world's most influential artistic talent for nearly 100 years, and set the leading edge of contemporary artistic practice in conceptualism, feminist art, design, and interdisciplinary performance.

Representing a broad range of art-making, the 2020 inaugural series of 10 artworks range in price from \$3,000 to upwards of \$100,000, and were generously created by artists John Baldessari (1931–2020; Chouinard 1959), Anne Collier (b.1970; CalArts 1993), Laddie John Dill (b.1943; Chouinard 1968), Joe Goode (b.1937; Chouinard 1961), Naotaka Hiro (b.1972; CalArts 2000), Tony Oursler (b.1957; CalArts 1979), Gala Porras-Kim (b.1984; CalArts 2009), Stephen Prina (b.1954; CalArts 1980), Barbara T. Smith (b.1931; Chouinard 1965), and Carrie Mae Weems (b.1953; CalArts 1981). A complete list of the 50 participating artists is provided below.

Sales of these artworks generate crucial funding for the School of Art Alumni Scholarship endowment, and provide essential financial support for students. Increased scholarship funding is necessary for CalArts to continue to recruit and retain the very best art students, regardless of their financial means.

The *50+50* project is just one example of the many ways that CalArts alumni play a vital role in directly supporting current and future students—the artists who will shape the future of culture.

Confirmed Artists

John Baldessari	Joe Goode	Rodney McMillian	Allen Ruppersberg
Ericka Beckman	Lauren Halsey	Josephine Meckseper	David Salle
Larry Bell	Lyle Ashton Harris	Dave Muller	Pieter Schoolwerth
Nayland Blake	Richard Hawkins	Matthew Mullican	Jim Shaw
Ross Bleckner	Naotaka Hiro	Kelly Nipper	Gary Simmons
Barbara Bloom	Jason Kraus	Alexandra Olson	Barbara T. Smith
Andrea Bowers	Liz Larner	Catherine Opie	Henry Taylor
Anne Collier	Jonathan Lasker	Tony Oursler	Kaari Upson
Beatriz Cortez	Dashiell Manley	Laura Owens	Carrie Mae Weems
Laddie John Dill	Daniel Joseph	Lari Pittman	James Welling
Victoria Fu	Martinez	Gala Porras-Kim	Christopher Williams
Malik Gaines	Rita McBride	Stephen Prina	B. Wurtz
Liz Glynn	Adam McEwen	Andy Robert	

Leadership support for *50+50: A Creative Century from Chouinard to CalArts* is provided by CROZIER. Additional support is provided by Joshua White, fine art photographer, and by Collector Systems.

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