

Inauguration: April 20, 2012
from April 21
until July 22, 2012

Fluxus
A Creative Revolution: 1962-2012

Exhibition curated by
Antonio d'Avossa
Nicoletta Ossanna Cavadini

The exhibition celebrates the fiftieth anniversary of the launch of Fluxus, the neo-Dadaist movement of the early sixties, which developed parallel with (and often in opposition to) Pop Art and Minimalism in the United States and *Nouveau Réalisme* in Europe.

The exhibition at the m.a.x.museo is devoted to graphic art, a field on which the movement laid great stress, producing studies and works that are the foundations of contemporary visual communication. The name "Fluxus" was coined in 1961 by George Maciunas (1931-1978), architect, graphic designer and artist of Lithuanian origin who emigrated to New York in 1948. Maciunas declared he found the name – from the Latin word for flow, current – by sticking a knife into a dictionary, a flamboyant gesture with Dada precedents.

In 1962, the official year of the movement's birth in the city of Wiesbaden in Germany, with its first public events and performances, the movement received the participation of numerous artists from the United States, Germany, Japan, Korea, France, Denmark and Italy. Fluxus immediately became international in scope, and the first events in Germany and the United States saw contributions from George Brecht, Yoko Ono, Robert Watts, Dick Higgins, Ben Vautier, Alison Knowles, Ben Patterson, Giuseppe Chiari, Eric Andersen, Philip Corner, Wolf Wostell, Joseph Beuys, Larry Miller, Ay-O, Mieko Shiomi, Takako Saito, Robert Filliou, Ken Friedman, Al Hansen, Geoffrey Hendricks, Joe Jones, Milan Knizak, Shigeo Kubota, Emmet Williams, La Monte Young and many others, so that Fluxus could be considered as a complex galaxy rather than a clearly defined and closed movement or group.

Strongly influenced by the practice of reusing objects pioneered by Marcel Duchamp, especially in the practice of the readymade, and by the musical theories of the composer John Cage, who made the indeterminacy of chance into a rule, Fluxus took these figures as the two great fathers of the movement. Duchamp, Ernst and Cornell provided the visual models for the creative revolution in both graphics and objects, like the famous Fluxus Boxes, widely represented in the exhibition.

The role of George Maciunas, graphic designer, editor of magazines and newspapers and producer of objects and posters, will be given particular emphasis through his wonderful output of graphics. The dialectic of radicalism through graphics, objects, performances, and events, made the Fluxus project universally accessible to creative forms beyond geopolitical boundaries. Everything is art and art is life. Purging the world of "intellectual" culture, professional and commercialized, these were just some of the principal slogans that characterize that Fluxus which, from that historic September 1962, began to affect virtually all fields. In keeping with the event, during the exhibition period there were screenings, conferences, events, happenings and concerts.

The exhibition at the m.a.x.museo, correlated with the exhibition of works by Fluxus which will open the 3th June 2012 at the Museum of Wiesbaden (Germany), will be from 3th November 2012 until February 2013, to the MUNAE Museo Nacional de la Estampa in Mexico City.

PERFORMANCES with

Eric Andersen – Philip Corner – Geoffrey Hendricks – Ben Patterson – Ben Vautier

- 1. Friday 20 April 2012 at 8.30 pm to the Cinema Teatro Chiasso: Flux for m.a.x. I**
- 2. Saturday 21st April 2012 at 6 pm to the Spazio Officina Chiasso: Flux for m.a.x. II**

EDUCATIONAL WORKSHOPS AT THE m.a.x.museo

As with other exhibitions, the **m.a.x.museo** organizes workshops for children and adults. During the important exhibition devoted to Fluxus, the three topics proposed are:

1. The colour board (also recommended for children)

We will collect many different materials but all the same colour (paper, plastic, buttons ...) and create a monochrome board, a panel enabling us to discover and touch different sensations designed and interpreted by the children themselves.

2. Moving forms

Using recycled materials (boxes, tubes, plastic or scavenged materials) we can create sculptures and forms moved with the help of the air alone ...

3. Art by mail between reality and fantasy

We start from recognizable images of the locality and insert materials, forms and images that help us create fantastic stories ...

The workshops are aimed at:

- Primary and secondary schoolchildren and held during school hours during the week from Monday to Friday.
- Children and adults, on Saturdays and Sundays from 3:00 p.m. to 5:00 p.m., and Wednesday afternoons (minimum 15 children). Enrolments at m.a.x.museo.

All workshops are held at the m.a.x.museo over 2 hour periods with school groups with a minimum of 15 and maximum of 25 participants. For other groups we require a minimum attendance of 15. The activity will be followed by a visit to the exhibition with activities (varying to suit the group of participants). The total cost of the workshop is to CHF.10 .- per child. Materials will be supplied by the museum.

The workshops are conducted by educators holding the certificate issued by the Specialized Training Course of the Associazione Bruno Munari.
