BIO

Born in Southern California in 1976, Brian Goeltzenleuchter was raised in a culture that placed great value on consumption, display, and performance. Goeltzenleuchter's artwork and design infuses interdisciplinary research into the creation of designed environments, scripted and improvised performances, olfactory art, and multimedia presentations. The locus of his practice is the Contraposto Home Décor Company, a socially engaged, interdisciplinary artwork that takes the form of a legitimate business. The company uses its equivocal status as a home decorations boutique and a temporal artwork to initiate a lively, ironic, interactive critique of cultural distribution in the marketplace. While remaining very visual, the project opens theoretical questions about the role of criticism, museums, academies, journals and web sites in the attribution of cultural, historical and economic value to "art" objects. Goeltzenleuchter is interested in antagonism as a generative tactic; his recent work attempts to pit the social benevolence of community-based practices against the trickery and spectacle of the aesthetic or designed environment. Through conducting events designed to destabilize – to function outside of the socially-prescribed behavior of either an artwork or a business – he attempts to test propositions without coercing prescribed outcomes.

EDUCATION

UNIVERSITY OF CALIFORNIA, SAN DIEGO, 1998-2001
MFA in the Visual Arts
Thesis: Ten Reasons for Entering through the Front Door of the Wrong Building: Thoughts on Art and Entrepreneurialism

UNIVERSITY OF CALIFORNIA, SAN DIEGO, 1994-1997
BFA in the Visual Arts

FELLOWSHIPS AND RESIDENCIES

Eureka Institute for Translational Medicine, Siracusa, Italy, 2011
Artist-in-Residence

Centrum Beeldende Kunst, Utrecht, Netherlands, 2006
Fellowship to work with Grafisch Atelier master printers on an installation of serigraphs

Bureau Beyond, Leidsche Rijn, Netherlands, 2006
Artist-in-Residence in the Nomads in Residence program

Banff Centre, Banff, Canada, 2006
Printmaking Scholarship Recipient. Thematic Residency: The Future of Idea Art

University of Pittsburg, Institute for Shipboard Education, 1996
Fellowship Recipient. Travels include: Australia, New Zealand, Western Samoa, Fiji, Tahiti, and Hawaii

SELECTED EXHIBITIONS, SCREENINGS AND PERFORMANCES

2011  c Wellness Center, featuring Adaptive Equipment, Lust Gallery, Vienna, Austria

When to Throw a Painting to a Drowning Man, Interdisciplinary Conference on Translational Medicine, Borgia del Casale, Siracusa, Italy (collaborative video installation with Anna van Suchtelen)
2010  
c (pronounced /k/) Wellness Centre, Southern Alberta Art Gallery, Alberta, Canada

Here not There, Museum of Contemporary Art San Diego, La Jolla, CA

New Contemporaries, Project X, Solana Beach, CA

2009  
Institutional Wellbeing: An olfactory plan for the Oceanside Museum of Art, Oceanside Museum of Art, Oceanside, CA

Site: Unseen, Kirkland Art Center, Kirkland, WA

2008  
Gezelligheid and Other Character Flaws, Dutch Design Center, Utrecht, Netherlands

3D Multiples: The Object of Production, 1708 Gallery, Richmond, VA

2007  
Sunday Paintings, Kirkland Art Center, Kirkland, WA

spongexponge, Colorado State University, Pueblo, CO

Site: Unseen, Pingyao International Photography Festival, Pingyao, China

Central Washington University Faculty Biennial 2005, Sarah Spurgeon Gallery, Ellensburg, WA

2006  
Institutional Wellbeing: An olfactory intervention for the CBK, Centrum Beeldende Kunst, Utrecht, Netherlands

2006  
Stoicism and other character flaws, Tacoma Contemporary, Tacoma, WA

On Institutional Wellbeing and other Service-based Corporate Activities, Moira Zaal, Utrecht, Netherlands

Moderated by: Tom Dommisse, Philosopher, Koorenhuis en de Vrije Academie

Who's not for sale (Wrong Centre), Banff Centre, Banff, Alberta, Canada

2005  
Intersections: Works on paper, Sarah Spurgeon Gallery, Ellensburg, WA

2005  
Central Washington University Faculty Biennial 2005, Sarah Spurgeon Gallery, Ellensburg, WA

2004  
Exchange Value(s), Gallery 500, Portland, OR

Affair @ the Jupiter Hotel, Art Fair (with Gallery 500), Portland, OR

Cultural Forum, McMillan Gallery, University of Oregon, Eugene, OR

Iraq—The War and Post-War Period, International Festival of New Film/New Media Split, Croatia

2003  
Northwest Annual, Center on Contemporary Art, Seattle, WA,

Central Washington University Faculty Biennial 2003, Sarah Spurgeon Gallery, Ellensburg, WA

2002  
Skin: A Pilgrimage (part I), Sushi Performance and Visual Art, San Diego, CA (collaborative installation with Anna van Suchtelen)
Testbeeld, Temporary Public Artwork, Utrecht, Netherlands

TIME FORMS, Center for Research and Computing in the Arts (CRCA), La Jolla, CA

2001 Five Stories, or a Sit-Com for Anna, Huis Voor Beeldende Kunst, Utrecht, Netherlands

Re: Sushi, A Performative Evaluation, Sushi Performance and Visual Art, San Diego, CA
(collaborative performance with James Soe Nyun)

In Praise of Folly, Phoebus Gallery, Rotterdam, Netherlands

The Wrong Building, 3965 Bandini St., Mission Hills, CA (MFA exhibition)


Salon 2000, Simayspace Gallery, San Diego

NET.ART
c (pronounced /k/), http://www.pronouncedk.com, 2006


AWARDS

2009 Nominee, San Diego Art Prize, San Diego Visual Arts Network

2006 Faculty Research Leave Award, Office of Graduate Studies and Faculty Research, Central Washington University
Competitive award which funds reassigned time (Fall Quarter 2006) to research and exhibit in the Netherlands

2006 Interdisciplinary Teaching Award, College of Arts and Humanities, Central Washington University
Competitive award to fund development of interdisciplinary studio/theory course, Hybrids & Collaborations

2006 Honorarium, Tacoma Contemporary, Tacoma, WA

2006 Scholarship, Banff Centre, Banff, Canada
Award to fund participation in The Future of Idea Art thematic residency

2004 Artist Grant, Vermont Studio Center, Winter 2004

2004 Essential Equipment Grant, Central Washington University
Competitive award to fund cross-disciplinary imaging lab (co-author: Stephen Chalmers, Professor of Photography and Digital Imaging)

2003 Seed Grant, Graduate Studies and Faculty Research, Central Washington University
Competitive award to fund archival, large-format, inkjet prints

2002 Honorarium, Center for Research and Computing in the Arts (CRCA)
For participation in TIME FORMS, Juried Exhibition

2002 Artist-in-Residence Award, City of Carlsbad, CA
1999  Russell Grant, Russell Foundation
       Funded research and development for Contraposto Home Décor exhibition

1998-  Graduate Fellowship, UCSD
2001   Fee and tuition scholarship

LECTURES AND CONFERENCE PAPERS

2012  Artist Talk, Youngstown State University, Youngstown, OH

2010  *Some reasons for entering the front door of the wrong building*, University of California Santa Barbara

2010  Fragrance Forum: An Interdisciplinary Panel on Olfaction, Southern Alberta Art Gallery, Canada

2009  Art Now: Artist in Residence Lecture, University of Lethbridge, Alberta, Canada

2009  Fragrance Forum: An Interdisciplinary Panel on Olfaction, Oceanside Museum of Art, Oceanside, CA

2008  Artist Talk, Cal Poly State University, San Luis Obispo, CA

2006  *House Calls: Wellbeing through tactile and olfactory intervention*, IACOPO Institute for Translational Medicine, University Medical Center Utrecht (Lecture)

2006  *Visiting Artist Lecture*, Art Academy of Utrecht, Utrecht, Netherlands
       (Artist Lecture and Studio Visits)

2006  *Who’s not for sale? (Wrong city)*, Loyola University, New Orleans, LA
       (Artist Lecture and Studio Visits)

2006  *On Lifestyle: It’s all good*, Hawaii International Conference on Arts and Humanities, Honolulu, HI
       (Conference Presentation)

2005  *The Domestic Interior as Conceptual Portrait*, Presented at: Transcendence, Society of Photographic Education Conference, Pullman, WA (Conference Presentation)

2005  *On David Byrne’s True Stories*, Videmus Festival of Film and Video, Ellensburg, WA (Conference Presentation; co presenter: Amy Goeltzenleuchter)

2005  *The Wrong ___talk*, University at Buffalo, Buffalo, NY (Lecture and Graduate Studio Critique)

2005  *Fighting Billy and Other Postmodern Stories*, Department of English, Central Washington University,
       Ellensburg, WA (Lecture and Competitive Bowling Tournament)

2005  *Who’s not for sale? (Wrong Conference)*, College Art Association Conference (panel: *Play, Pleasure,
       and Perversion: Insubordinate Refusals of Discipline in Practices of Art and Theory*), Atlanta, GA
       (Conference Presentation)

2004  *Reliving the Moment for the First Time: Performance and Visuality in Punk Fashion*, Mid-Atlantic
       Popular/American Culture Association Conference, Buffalo, NY (Conference Presentation; co
       presenter: Amy Goeltzenleuchter)

2004  *Making art contemporary*, Washington State Art Educators Conference, Ellensburg, WA (Conference
       Presentation)
2003  *Entering through the Front Door of the Wrong Building: Thoughts on Art and Visual Culture*, Mid-Atlantic Popular/American Culture Association Conference, Wilmington, DE (Conference Presentation)


2002  *The Midnight Landscapers: An Artist’s Talk*, Central Washington University, Ellensburg, WA (Lecture)

**CURATORIAL PROJECTS**


2010  *Liquid: A Tactile Installation by Richard Gleaves*, Oceanside Museum of Art, Oceanside, CA

2010  *L7: Paintings by Leslie Nemour*, Sushi Performance and Visual Art, San Diego, CA


Cultural Programming Included:  *Family Matters Group Exhibition*

* Cedar Tavern Singers, aka Les Phonorealistes (Music Performance)*

* Nepotism and Other Character Flaws* (Film Screening & Panel)

* Institute of the Wandering Man* (Urban Interventions)

2010  *Circle of Complications: Kinetic Sculpture by Dave Ghilarducci*, Sushi Performance and Visual Art, San Diego, CA


2006  *CWU 1st Amendment Festival*, Ellensburg, WA (co-curator: Katherine Whitcomb)

Cultural Programming Included:  *Hybrids & Collaborations: A Series of Tactical Interventions*

* On Writing: An evening of allegorical tableaux*

* Reverend Billy and the Church of Stop Shopping* (Visiting Artists)

2006  *January 1, 1939, 4 a.m. – a weather report*, Sarah Spurgeon Gallery, Central Washington University, Ellensburg, WA (co-curator: Heather Horn)

**BIBLIOGRAPHY**


Maureen Cavanaugh, “These Days,” KPBS Radio (San Diego NPR affiliate), April 9, 2009.


Dr. William Folkestad, Central Washington University: Where Art is Central, Creative Convocation, Issue 1, 2005, 12.


“Transmissions,” Interview, KSDT Radio, San Diego, CA.

COLLECTIONS

David and Eleanor Antin, Solana Beach, CA

Susan Cahan, St. Louis, MO

Centrum Beeldende Kunst, Utrecht, Netherlands

Colorado State University, Pueblo, CO

Carolyn Farris, La Jolla, CA

Oceanside Museum of Art, CA

Southern Alberta Art Gallery, Lethbridge, Canada

Sue Spaid, Cincinnati, OH
PROFESSIONAL EXPERIENCE

MIRACOSTA COLLEGE
Associate Faculty, 2008-2012

CALIFORNIA STATE UNIVERSITY SAN MARCOS
Lecturer, Installation Art; Fundamentals of Design, 2009-2010

SUSHI: Center for Urban Art
Visual Arts Curator, 2009-2010

CENTRAL WASHINGTON UNIVERSITY
Associate Professor of Art with tenure, 2008
Assistant Professor of Art, 2002-2008
Director of MFA Program, Art Department, 2005-2008
Foundations Drawing Coordinator, 2002-2005

THE PREUSS SCHOOL
ArtsBridge Faculty Mentor, ArtsBridge Program, 2000-2001
Appointment to oversee visual art component of ArtsBridge, a program where visiting artists, writers, actors, and dancers teach their craft to junior high school students.

UNIVERSITY OF CALIFORNIA, SAN DIEGO
Teaching Assistant, 1998-2001

UNIVERSITY, COMMUNITY AND PROFESSIONAL SERVICE

2009 Community: Art Donation, Trap/Door: An Artist Run Centre, Alberta Canada
Art Donation, Red Ball Fundraiser, Sushi Performance & Visual Art, San Diego, CA
Juror, 2nd Year Architecture and Design Critique, NewSchool of Architecture & Design (invited)

2008 University: C. Farrell Scholarship Committee, 2005 – 2008 (appointed)
Department: Scholarship Committee (appointed)
Graduate Student Committees: 3 (chaired 1)

2007 University: C. Farrell Scholarship Committee, 2005 – 2008 (appointed)
Department: Coordinator, 24-Hour Drawing Marathon (volunteered)
Scholarship Committee (appointed)
Search Committee Member, Assistant Professor of Photography and Digital Imaging
Graduate Student Committees: 4 (chaired 3)

2006 University: C. Farrell Scholarship Committee, 2005 – 20085 (appointed)
Member, 1st Amendment Festival Steering Committee, 2006 (appointed)
Presenter, Challenged Banned, and Censored Out Loud, March 5, 2006 (Invited)

Department: Coordinator, 24-Hour Drawing Marathon (volunteered)
Scholarship Committee (appointed)
Search Committee Member, Assistant Professor of Graphic Design (appointed)
Graduate Student Committees: 6 (chaired 4)

Community: Public Lecture, Utrecht Art Academy, Utrecht, Netherlands, 2006 (invited)
Participant, Graphic Design Job Shadow, Ellensburg High School, 2006 (invited)
2005  University:  Farrell Scholarship Committee (appointed)
       University Marketing Consortium (appointed)

      College:  Juror, College of Arts and Humanities 2005 Summer Research Fellowship (invited)
                Speaker, Freshman Orientation (invited)

      Department:  Coordinator, 24-Hour Drawing Marathon (volunteered)
                     Curriculum Committee (appointed)
                     Search Committee Member, Visiting Professor of Photography and Digital Imaging
                     Graduate Student Committees: 5 (chaired 2)

2004  University:  University Marketing Consortium (appointed)

      Department:  Search Committee Chair, Assistant Professor of Painting and Drawing (appointed)
                     Executive Committee (appointed)
                     Curriculum Committee (appointed)
                     Graduate Student Committees: 6 (chaired 4)

      Profession:  Chair, Visual Studies Panel, Mid-Atlantic Popular/American Culture
                    Selection Panelist, Design Fellowship Committee, Artist Trust Organization

2003  University:  University Marketing Consortium (appointed)

      College:  Juror, College of Arts and Humanities 2003 Student Creativity Awards (invited)

      Department:  Curriculum Committee (appointed)
                     Graduate Student Committees: 8 (chaired 2)

2002  Department:  Curriculum Committee (appointed)
                   Randall Lecture Series Committee (appointed)