

September 30, 2011

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## 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 Paining 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 Domnisse, 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)
- 2000 *Ties that Bind: Construction of Home and Family in the Visual Arts*, Rombach Gallery, The University of Arizona
- Salon 2000*, Simayspace Gallery, San Diego

NET.ART

*c* (pronounced /k/), <http://www.pronouncedk.com>, 2006

*Unpacking Iraq*, <http://www.unpackingiraq.com>, 2004

*Contraposto Home Décor*, <http://www.cphomedecor.com>, 1998-2011

**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)
- 2003 *Living Contraposto*, Visiting Artist Talk, University of Montana, Missoula, MT, 2003 (Lecture, Undergraduate Seminar, and Graduate Studio Critique).
- 2002 *The Domestic Interior as Conceptual Portrait*, Presented at: *The Color of Money: A Conference on Visuality and Economics*, University of California, Irvine, CA, (Conference Presentation)
- 2002 *The Midnight Landscapers: An Artist's Talk*, Central Washington University, Ellensburg, WA (Lecture)

## CURATORIAL PROJECTS

- 2011 *Almost Anonymous: An Environment by Bob Matheny*, Sushi Performance and Visual Art, San Diego, CA
- 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
- 2010 *Family Matters: Contemporary Art and the Legacies of the Avant-Garde*, 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
- 2009 *Snowbirds: Photographs by Stephen Chalmers*, Sushi Performance and Visual Art, San Diego, CA
- 2006 *CWU 1<sup>st</sup> 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

- Kinsee Morlan, "Here Not There: Performance Evening @ MCASD," *San Diego City Beat*, June 30, 2010.
- Agenda/Review, "Institutional Wellbeing," *Canadian Art*, Fall 2010.
- Richard Amery, "New exhibit determines what smell best suits the SAAG," *LA Beat*, April 30, 2010.
- Richard Gleaves, "Family Matters," *Art as Authority*, April 19, 2010.
- Angela Carone, "Family Matters at Sushi Performance and Visual Art," *Culture Lust*, March 5, 2010.
- Kelly Davis, "Parts of a whole," *San Diego City Beat*, January 19, 2010.

Robert Pincus, "Oceanside's conceptual exhibit risky but worthy," *San Diego Union Tribune*, June 28, 2009.

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

Angela Carone, "Oceanside Museum of Art Gets Its Own Fragrance," *Culture Lust*, April 8, 2009.

Patricia Morris Buckley, "Sniffing out art: Oceanside Museum opens fragrant exhibit," *North County Times*, March 25, 2009.

Lilian Cox, "Get a Whiff of OMA," *San Diego Union-Tribune*, March 22, 2009.

Gary Faigin, "Site Unseen," National Public Radio, January 22, 2009.

Regina Hackett, "The Worm at the Heart of the Rose," *Seattle Post-Intelligencer*, January 15, 2009.

Adriana Grant, "Site: Unseen," *Seattle Weekly*, January 15, 2009.

Valley Haggard, "The Multiples," *Style Weekly*, March 26, 2008.

Lisa Leinberger, "Photographers' Work Part of Chinese Exhibit," *Spokesman Review*, September 27, 2007.

Dr. Simeon Hunter, *Inside (looking out)*, Catalog essay for *Institutional Wellbeing: An olfactory plan for Grafisch Atelier Utrecht and Centrum Beeldende Kunst Utrecht, 2006*.

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

Richard Speer, "One Review," *Willamette Week*, September 22, 2004, 64.

Eva Lake, Interview, "ArtStar Radio," *KPSU Radio*, Portland State University, Portland OR, September 12, 2004.

Andrew Engleson, "Visual Arts Pick: Northwest Annual," *Seattle Weekly*, November 22, 2003.

"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, 2000-2001Appointment 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<br>Art Donation, Red Ball Fundraiser, Sushi Performance & Visual Art, San Diego, CA<br>Juror, 2 <sup>nd</sup> Year Architecture and Design Critique, NewSchool of Architecture & Design (invited) |
| 2008 | University: | C. Farrell Scholarship Committee, 2005 – 2008 (appointed)   |
|      | Department: | Scholarship Committee (appointed)<br>Graduate Student Committees: 3 (chaired 1)   |
| 2007 | University: | C. Farrell Scholarship Committee, 2005 – 2008 (appointed)   |
|      | Department: | Coordinator, <i>24-Hour Drawing Marathon</i> (volunteered)<br>Scholarship Committee (appointed)<br>Search Committee Member, Assistant Professor of Photography and Digital Imaging<br>Graduate Student Committees: 4 (chaired 3)                                |
| 2006 | University: | C. Farrell Scholarship Committee, 2005 – 2008 (appointed)<br>Member, 1 <sup>st</sup> Amendment Festival Steering Committee, 2006 (appointed)<br>Presenter, <i>Challenged Banned, and Censored Out Loud</i> , March 5, 2006 (Invited)                            |
|      | Department: | Coordinator, <i>24-Hour Drawing Marathon</i> (volunteered)<br>Scholarship Committee (appointed)<br>Search Committee Member, Assistant Professor of Graphic Design (appointed)<br>Graduate Student Committees: 6 (chaired 4)                                     |
|      | Community:  | Public Lecture, Utrecht Art Academy, Utrecht, Netherlands, 2006 (invited)<br>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)