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**Announcing Robby Herbst  
as the 2014 Recipient of the  
SoEx Off-Site Graue Award**

**October 28, 2014, San Francisco, CA –** Southern Exposure is pleased to announce Robby Herbst as the 2014 recipient of the SoEx Off-Site Graue Award, a \$15,000 award and opportunity for artists to realize new public art projects in the Bay Area. Robby Herbst presents *New New Games* (tentative title), a series of newly commissioned large-scale public art events. This participatory project reflects upon the resonance of 1970’s era humanism and the attendant New Games Movement. Asking the question, “Who defines the games we as a society play?” Herbst will organize a festival of classic new games and newer new games reflecting on current forms of labor and leisure. Participants will join group activities reflective of both the humanist past and post-humanist present. The festival will be accompanied by a printed publication, a website and public discussions, beginning in the fall of 2015.



*I + We Collective Movement Workshop, Dialectic Masks Game, January 2014*  
Public game play workshop at Human Resources, Los Angeles

The four finalists for the 2014 Graue Award, chosen from 60 submissions, were FICTILIS (Timothy Furstnau and Andrea Steves), Cliff Hengst and Adam Frelin, Pawel Kruk, and Allison Wiese.

**ABOUT ROBBY HERBST**

Robby Herbst is an artist, writer and radical cultural organizer based in Los Angeles. He is a co-founder and former editor of the critical art collective the *Journal of Aesthetics & Protest* (2001-2010), and the instigator of the site-specific critical landscape projects of the Llano Del Rio Collective (2010- ). His writing and artworks engage with contemporary and historic experiments in socio-political aesthetics. His solo exhibitions and performances have been presented at Dumbo Arts Center (NY), Human Resources (LA), Machine Project (LA) and David Patton Projects (LA). He has participated in group shows at the Hammer Museum (LA), MOCA (LA), PS1 (NY), NGBK (Berlin) and the Elizabeth Foundation (NY). He is a columnist for KCET’s Artbound, and has written for Afterall, East Of Borneo, and other art and activist publications and books. He co-edited *Failure! Experiments in Aesthetic and Social Practice* (JOAAP Press, 2008, with Nicole Antebi and Colin Dickey) and was the co-executive editor of *An Atlas of Radical Cartography* (Bhagat and Mogel, JOAAP Press, 2008).

His artwork has been reviewed in *Artforum*, *Art in America*, the *Los Angeles Times* and *LA Weekly*. He has curated exhibitions on social craft (*Street Signs and Solar Ovens*, CAFAM, 2006), alternative and experimental economies (*An Other LA Is Possible*, Plaza Del Oro, 2009), and the aesthetics of failure (*Failure, Ridiculous, Terrible, Wonderful, Park Projects*, 2007). He has lectured internationally on radical aesthetics, action and social practices and has taught at USC, Goddard College and Otis College of Art. He is a recipient of a Creative Capital | Warhol Foundation Arts Writers Grant for essays exploring the relationship between social practice and political protest. In early 2015 he is co-organizing (with artist Elana Mann) *Chats About Change*, a symposium on strategies of creative social change in

Southern California presented at California State University, Los Angeles and Los Angeles Contemporary Exhibitions (LACE).

#### **ABOUT THE GRAUE AWARD**

In 2009, The Graue Family Foundation invested in Southern Exposure's growing public art initiative, SoEx Off-Site, through the creation of The Graue Award. The award offers an opportunity for local, national, and international artists to propose ideas leading to the development and presentation of an ambitious public art project in the San Francisco Bay Area. In 2011, SoEx presented *Manifest Destiny!*, a project by Jenny Chapman & Mark A Reigelman II, on view in downtown San Francisco from November 2011 through October 2012. In 2013, Graue Award Grantee Liz Magic Laser presented her public project *The Living Newspaper: Extra Extra*, staging public performances inspired by daily newspaper photographs and headlines in newspaper kiosks in downtown San Francisco.

#### **ABOUT SOEX OFF-SITE**

Founded in 2006, Southern Exposure Off-Site commissions and presents temporary new work by visual artists that intervenes and interacts in the social and political spheres beyond the space of the gallery. SoEx supports and encourages these practices as few venues support emerging artists working in the public realm. Through SoEx Off-Site Southern Exposure encourages artists to work experimentally in public space, enabling artists to develop new works that could not otherwise be realized, and generating a critical dialog about emerging creative practices. Southern Exposure has commissioned and presented public projects with a wide range of artists including Liz Magic Laser, Allison Smith, Asher Hartman, Cliff Hengst, Nathaniel Parsons, Will Brown, Adam Overton, Liz Glynn, Helena Keeffe, David Buuck, Neighborhood Public Radio, Lee Walton, Kate Pocrass/Mundane Journeys, The San Francisco Bureau of Urban Secrets, Red76, Instant Coffee, Packard Jennings, Natalie Jeremijenko, Futurefarmers, Rebar, Preemptive Media, Bruce Tomb, Jenny Chapman and Mark A Reigelman II, and more.

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#### **ABOUT SOUTHERN EXPOSURE**

Southern Exposure (SoEx) is an artist-centered non-profit organization committed to supporting visual artists. Through our extensive and innovative programming, SoEx strives to experiment, collaborate and further educate while providing an extraordinary resource center and forum for Bay Area and national artists in our Mission District space and off-site, in the public realm.

An active presence in the Bay Area since 1974, SoEx is continually evolving in response to the needs of artists and the community while engaging the public in artists' work. Central to our mission is to remain the most accessible space for visual artists to produce and present new work, learn, and connect. SoEx provides visual artists with the tools and resources they need to experiment in an open and supportive environment. We also work to advocate to new, diverse audiences and build an ever-growing community of enthusiasts and supporters of the visual arts.

For more information and images, contact Sarah Hotchkiss at (415) 863-2141 or [communications@soex.org](mailto:communications@soex.org). Southern Exposure is located at 3030 20th Street (at Alabama), San Francisco, CA 94110. Office hours are Monday through Friday, 10 AM to 6 PM and gallery hours are Tuesday through Saturday, 12 to 6 PM. Admission is always FREE. Website: [www.soex.org](http://www.soex.org).