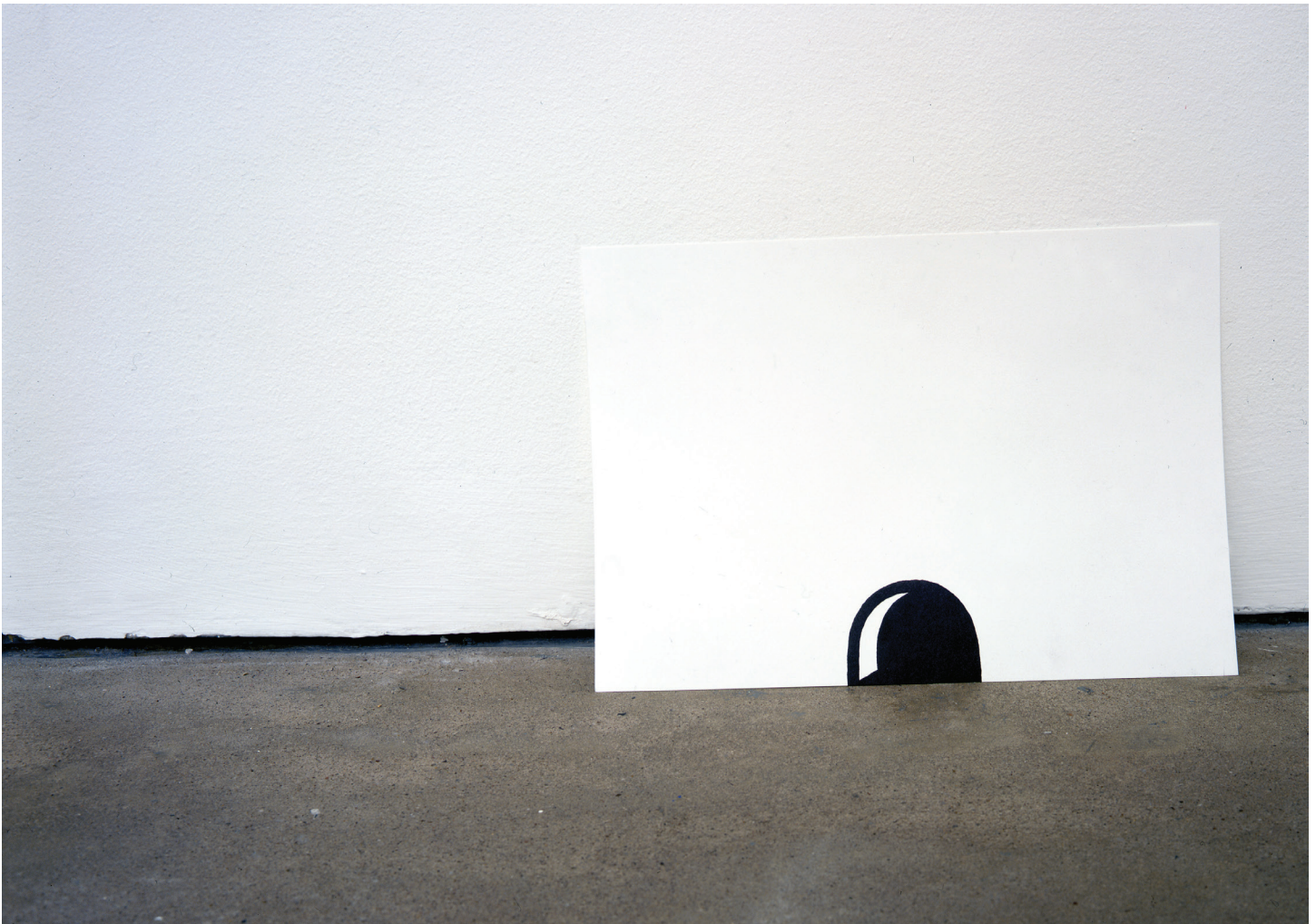


Educator Notes

Ceal Floyer

October 14, 2016–January 22, 2017



Ceal Floyer, *Mousehole*, 1994. Ink on A4 paper, 8 1/5 x 11 3/5 in (21 x 29.7 cm). Courtesy the artist, 303 Gallery, New York, Lisson Gallery, London, Esther Schipper, Berlin

About the artist

Ceal Floyer is a British artist, born in 1968, who lives and works in Berlin. In 1994, she received her BFA from Goldsmiths College, London. Working predominantly in sculpture, installation, film, and video, Floyer applies deceptively simple means to explore notions of the uncanny, the humorous, and the absurd.

About the exhibition

Ceal Floyer's Aspen Art Museum exhibition, which marks the artist's second major solo museum show in the United States, features a selection of works spanning from 1993–2015. Many of these works create scenarios and situations that encourage viewers to do a double take and look more closely at the details. In her work *Door* (1995), for example, a slide projector is aimed at the bottom of a door to give the appearance of light coming through from the other side. While in *Welcome* (2011), a standard welcome mat is installed on the inside rather than the outside of the gallery doors—welcoming you not as you enter, but as you leave.

Humor and language play an important role in Floyer's work. The artist often uses everyday objects that, at first glance, seem simple in their clean, minimal presentation. Upon looking more closely, these works reveal irony and play on context, giving the viewer a new, heightened awareness of the physical environment. Examples include titling an artwork *Mousehole* (1994), although it is, in fact, an image of a mouse hole, and a dotted black line that comprises the work *Untitled Installation (Dotted Line)* (1993–2008), tracing the walls of the gallery so that, with our imagination, we could convert the physical space into a changeable form. Each work is complete on its own, but together form a larger narrative that calls attention to the poetry inherent in the everyday.

Questions for discussion

- | When is something simple more difficult than something complicated?
- | What makes a joke funny?
- | Why do you think the artist uses everyday objects?

Suggested activities

Today's schedule

In her artwork *Today's Special* (2009), Floyer plays with our expectation of what language might be on a sandwich board. We usually see these objects outside of restaurants advertising a special menu item, but on this installation, she writes "Today's Special" on one side and "Tomorrow's Another Day" on the other.

Have a conversation with students about how Floyer has worked with language and the double meaning of "Today's Special" that can mean either "the special of today" or "today is special." Ask what choices the artist made when creating this work, and what effect it has on our emotions and thoughts.

Ask students to find a sign in their classroom or school that they could turn into an artwork. As a starting point, do a group activity around a schedule that you may write on your classroom's chalkboard. Ask everyone to write something unexpected on a piece of paper that would change the meaning of the chalkboard, and take turns sharing with the group.

For more information, please contact the Education Department at 970.925.8050 ext. 133 or email education@aspenartmuseum.org

Following page: Ceal Floyer, *Today's Special*, 2009. Two-sided sign 32 x 21 3/5 x 6 1/4 in (81.2 x 53.3 x 15.8 cm). Courtesy the artist, 303 Gallery, New York, Lisson Gallery, London, Esther Schipper, Berlin

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TODAY'S
SPECIAL

