INSTITUTE OF CONTEMPORARY ART AT THE UNIVERSITY OF PENNSYLVANIA PARTNERS WITH JENNY HOLZER STUDIO YOU VOTE PROJECT

Billboards, LED vehicles, social media animations and light projections to appear in Philadelphia and cities across America ahead of November 3 Presidential and Congressional Elections

OCTOBER 14, 2020

PHILADELPHIA, PA

The Institute of Contemporary Art (ICA) at the University of Pennsylvania (Penn) is pleased to be a partner with Jenny Holzer Studio in mobilizing a series of artworks to champion broad political engagement, issue awareness, and voter empowerment in anticipation of the 2020 US Presidential and Congressional elections.
JENNY HOLZER STUDIO YOU VOTE
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GENERAL INFORMATION
ICA IS LOCATED AT:
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(215) 898-7108
WWW.ICAPHILA.ORG
FACEBOOK.COM/
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WE ARE OPEN!
SCHEDULE YOUR VISIT TODAY BY RESERVING YOUR TICKETS IN ADVANCE. LEARN ABOUT THE LATEST SAFETY PROTOCOLS AND GUIDELINES AT ICAPHILA.ORG/VISIT

MUSEUM HOURS
WEDNESDAY–SUNDAY,
11AM–6PM

ICA IS ALWAYS FREE. FOR ALL.
FREE ADMISSION IS COURTESY OF AMANDA AND GLENN FUHRMAN.

This initiative foregrounds the voices of citizens, activists and get-out-the-vote efforts, joining forces with established organizations from sports franchises to universities to cultural institutions. YOU VOTE employs fleets of LED vehicles, light projections, billboards, theater marquees, murals, a variety of street level advertising, and social media animations to encourage civic participation ahead of Election Day. Forty billboards around the United States, with a focus on Florida, Michigan, North Carolina, Pennsylvania, and Wisconsin, will feature phrases such as PROTECT YOURSELF and BE AN ALLY and will be on view through Election Day. Simultaneously, dozens of LED vehicles will take to the streets to offer voter information, build voter excitement and celebrate early voting.

Phrases featured in Holzer’s singular style are drawn from texts authored by many, centered on issues of social and economic justice, gun control, climate change, immigration, voting rights, voter suppression and the erosion of fundamental democratic pillars such as truth, the rule of law, and government accountability.

Holzer offers “Sojourner Truth and Susan B. Anthony said it best: Truth is powerful and will prevail and Someone struggled for your right to vote. Use it.”

Download an artwork here to share on social media. Join the conversation by tagging @jennyholzerstudio and using the hashtag #YOUVOTE.

YOU VOTE Partners

Cultural Institutions & Universities

Andy Warhol Museum, Pittsburgh, Pennsylvania
Detroit Institute of Arts, Detroit, Michigan
Haggerty Museum of Art at Marquette University, Milwaukee, Wisconsin
Institute of Contemporary Art, Philadelphia, Pennsylvania
Madison Museum of Contemporary Art, Madison, Wisconsin
Madison Arts Commission, Madison, Wisconsin
The Miller Institute for Contemporary Art at Carnegie Mellon University, Pittsburgh, Pennsylvania
The Rail Park, Philadelphia, Pennsylvania
Shaw University, Raleigh, North Carolina
University of Pennsylvania, Philadelphia, Pennsylvania
University of Wisconsin, Madison, Wisconsin

YOU VOTE Activations in Philadelphia*

Digital Animation Display – 118 S. 36th Street – Through November 3
@ICAPhiladelphia – Social Media Animations – Through November 3
LED Truck – October 19-20

*more to be announced soon
ABOUT JENNY HOLZER
For more than forty years, Jenny Holzer has presented her astringent ideas, arguments, and sorrows in public places and international exhibitions, including the Venice Biennale, the Guggenheim Museums in New York and Bilbao, the Whitney Museum of American Art and the Louvre Abu Dhabi. Her medium, whether formulated as a T-shirt, a plaque, or an LED sign, is writing, and the public dimension is integral to the delivery of her work. Starting in the 1970s with the New York City posters, and continuing through her recent light projections on landscape and architecture, her practice has rivaled ignorance and violence with humor, kindness, and courage. Holzer received the Leone d’Oro at the Venice Biennale in 1990, the World Economic Forum’s Crystal Award in 1996, and the Barnard Medal of Distinction in 2011. In 2017, she received the U.S. Department of State’s Medal of Arts Award for her lifetime contributions to Art in Embassies and cultural diplomacy. In 2019, she received The University of Chicago’s Jesse L. Rosenberger Medal for Outstanding Achievement in the Creative and Performing Arts. Holzer holds honorary degrees from Williams College, the Rhode Island School of Design, The New School, and Smith College. She lives and works in New York.

ABOUT INSTITUTE OF CONTEMPORARY ART | UNIVERSITY OF PENNSYLVANIA

The Institute of Contemporary Art at the University of Pennsylvania is a non-collecting institution presenting exhibitions at the forefront of contemporary practice and culture that provoke our multiple audiences to think in new ways. ICA is free for all to engage and connect with the art of our time. Since our inception in 1963, we have welcomed the challenge of the current moment to continually evolve as a responsive institution. We are committed to and advocate for the artists, research, and dialogues that resonate today.

Over our 50 year history, ICA has worked collaboratively with artists on the production of urgent and important contemporary art. Beginning with our inaugural show of paintings by Abstract Expressionist Clyfford Still, milestones in our exhibition history include—in addition to the first museum show of works by Andy Warhol in 1965—Laurie Anderson, Richard Artschwager, Vija Celmins, Glenn Ligon, Robert Mapplethorpe, Agnes Martin, and Paul Thek.

In recent years, ICA curators have worked with artists including Deborah Anzinger, Alex Da Corte, Matthew Angelo Harrison, Suki Seokyeong Kang, Barbara Kasten, Carolyn Lazard, Rodney McMillian, Ree Morton, Sondra Perry, and Cauleen Smith.

ICA’s current exhibition Milford Graves: A Mind-Body Deal, on view through January 24, 2021, is the first major presentation gathering the many-layered and multi-faceted work of Milford Graves, exploring the practices and predilections of this extraordinary “jazz mind.” All related programming for the exhibition will take place online.