



Beti Žerovc // **When Attitudes Become the Norm** The Contemporary Curator and Institutional Art

In this book devoted to the field of curating and “institutional art”, Žerovc raises questions about the character and limitations of the “exhibition-maker as artist” and the “exhibition as a work of art”, asking whether the socio-political objectives for the latter actually manifest contradictory or even opposite effects given the inescapable conditions of capitalism. The book culminates with Žerovc’s queries about the ritualistic function of contemporary art exhibitions, and this is evocatively expressed in her introduction: “There was once great discussion about how removing artworks from their original context and installing them in the museum meant their certain death. Today, it seems, we need to be thinking about different questions. Does the institution of visual art bring something to life ... what, in fact, are we summoning to life?” (Mary Anne Staniszewski)

Contributors: Pierre Restany, Zoran Kržišnik, Harald Szeemann, Daniel Buren, Charles Esche, Beautiful Freedom, Walter Benjamin, Mary Anne Staniszewski, Beti Žerovc

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