

LENARD GILLER AS PART OF **POST SCRIPTUM. A MUSEUM FORGOTTEN BY HEART** AT MACRO ▪ MUSEUM OF CONTEMPORARY ART OF ROME
4 OCTOBER 2024 16 FEBRUARY 2025 CURATED BY LUCA LO PINTO

Raheel Khan

The Noughties



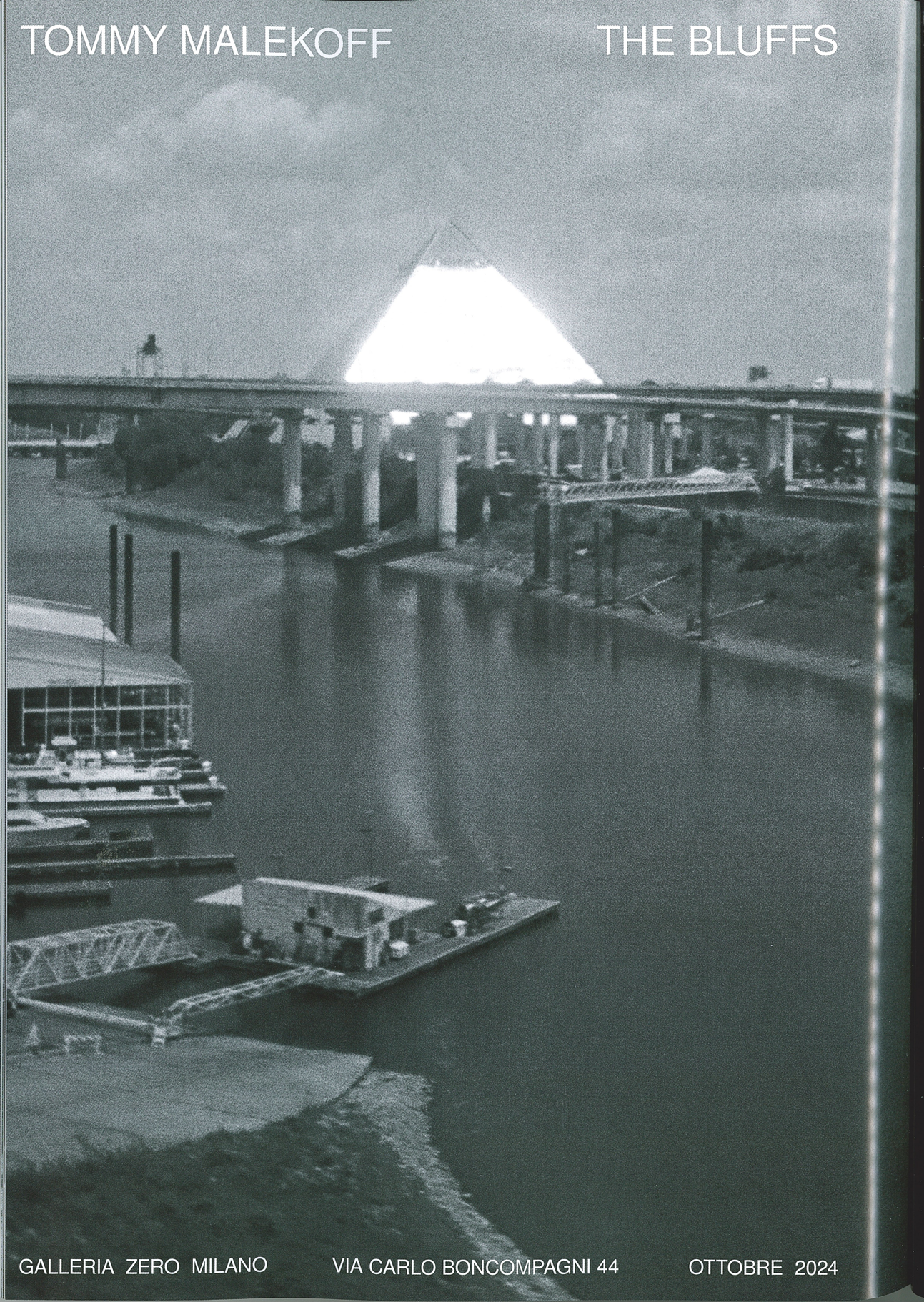
RACHEAL CROWTHER DRESS CODE: FLAT TYRE QUALIFIEDTOCARE.COM +44 7563 983279

LOUIS JACQUOT

TELEPHONE +33 66436 6487

TOMMY MALEKOFF

THE BLUFFS



GALLERIA ZERO MILANO

VIA CARLO BONCOMPAGNI 44

OTTOBRE 2024

CEIDRA MOON MURPHY

STUDIO@CEIDRAMOONMURPHY.COM

ESPACE AYGO WAS HERE

INFO@ESPACEAYGO.COM



DAVID L. JOHNSON





Isabella Costabile

ONDA A NOVEMBRE, 2024, DETAIL
COURTESY THE ARTIST AND LE VITE, MILAN
PHOTO CREDITS: ALESSANDRO ZAMBIANCHI

BEN BROOME

Intervention in the third issue of Arcane

Arcane Magazine Artist Ad
6 messages

Ben Broome <ben.s.broome@gmail.com> Mon, Sep 2, 2024 at 10:37 PM
To: Ceidra Moon Murphy <studio@ceidramoonmurphy.com>

Dear Ceidra, how are you?!

I was recently invited to be the guest curator for the third issue of a new Paris based art publication Arcane: website and Instagram here.

As the guest curator I have carte blanche...I want to take the opportunity to make a curatorial intervention as opposed to a more conventional series of interviews, essay, photo essay etc.

If you were to look through a current issue of Frieze or Flash you'll find that advertisements take up 50% of the publications...promoting exhibitions, fashion brands, art fairs etc. I'm interested in Arcane's youth...it's too young to garner advertisements and its pages remain untainted by commerce (for now).

For my intervention I'd like to fabricate a series of advertisements in the spirit / aesthetic of advertisements from the golden era of the art magazine (think 90s Art Forum).

My plan is to select 10 - 12 artists whose work I admire (all emerging and largely without gallery representation), inviting them to advertise only themselves: a page of the magazine would feature their name, perhaps an image of their work, perhaps an address, phone number email etc. Nothing would be for sale: I'd only like to insert a name or image into the mind of a reader.

Each advertisement will borrow the aesthetic / graphic design of a real advertisement in Art Forum or Frieze from times gone by. I would send over scans of 50+ advertisements from the 90s, participating artists would then select an advert's design to borrow and provide me with the information they'd like to include after which it would be turned over to Arcane's graphic designer for formatting.

If this is interesting to you I'd love for you to be one of these artists.

I've attached a few examples of the kind of advertisements I'd like to borrow below.

Do let me know what you think.
Speak soon,
Ben x

