

The logo for Whitechapel Gallery, consisting of a solid blue rectangle divided into two horizontal sections. The text "Whitechapel" is in the top section and "Gallery" is in the bottom section, both in white sans-serif font.

Whitechapel
Gallery

Guerrilla Girls

Is it even worse in Europe?

01 Oct - 05 Mar 2017

Large print labels and interpretation

Gallery 4

Guerrilla Girls: Is it even worse in Europe?

01 October – 5 March 2017

Pat Matthews Gallery (Gallery 4)

Guerrilla Girls is a group of anonymous feminist activists. They wear gorilla masks in public to conceal their real identities and each member takes as a pseudonym the name of a woman artist from the past.

Their first action was a response to the large-scale exhibition, International Survey of Recent Painting and Sculpture (1984) at the Museum of Modern Art (MoMA), New York. This was the inaugural show in MoMA's newly renovated building, and was planned as a survey of the most important contemporary artists in the world. Of the 182 artists included in the exhibition, only 13 were female, alongside 169 male artists.

Since that time they have been campaigning and highlighting sexism and racism in visual art, film, politics and culture at large.

In this new commission, the Guerrilla Girls revisit their 1986 poster which states “It’s Even Worse in Europe”. Characteristically deploying their strategic combination of humour, information, bold graphics and a subversive use of public space, they have produced a new campaign, including a banner for the façade of the Gallery, exploring the question of diversity in European art organisations.

This project is based on responses to detailed questionnaires sent to over 400 directors of art museums and public galleries across Europe about their exhibitions programme and collections. The questions had been formulated to critically look at the narratives that are produced by cultural institutions.

Through this extensive project, the Guerrilla Girls present new statistics on the state of museums and galleries in Europe and explore the question: Is it even worse in Europe?

GUERRILLA GILS RE-INVENTING THE “F” WORD - FEMINISM!

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GUERRILLA GIRLS’ 2016 EUROPEAN MUSEUM AND KUNSTHALLE SURVEY

YOUR NAME

TITLE

INSTITUTION _____

() Museum

() Kunsthalle

(continues on next page)

What percentage of artists (not works) in your collection are women? (Kunsthalles: please skip to next question.)

How many women have had one person exhibitions at your institution over the past 5 years?

How many artists in your collection and/or exhibition program are from Africa, Asia, South Asia, and/or South America? How many one-person exhibitions by artists from these regions have you done in the last 5 years?

How many artists in your collection and/or exhibition program are gender non-conforming?

How many one-person exhibitions by these artists have you done in the last 5 years?

Many art institutions never run statistics on questions 1-4 above. Are you running them now for the first time?

What exhibition at your museum had the largest attendance in the last five years? How many people saw it?

Is there a little-known artist in your collection who you particularly admire and think deserves to be better appreciated? Could you describe their work?

What narrative do you present when school children tour your museum?

For museums only: contemporary art is so expensive. How many works over €100,000 did you purchase last year? How many under €100,000?

Do you pay honorariums to artists when you exhibit their work? If so, how much?

What percentage of your budget is from the government of your country? City? What percentage of your budget is from private collectors? Corporations?

Are the worst practices of US museums being adopted in Europe?

What is the biggest challenge your museum faces today?

One hundred years from now, will a visitor to your institution be able to say “Wow, they got it right!”?

PLEASE ADD ANY COMMENTS YOU LIKE ON THE NEXT
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ACCESS INFORMATION

For details on parking, assistance dogs, adapted toilets, lifts, large print transcripts and free audio described tours or any other access facilities:

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Please return this booklet to Front of House.