



Press Release
Museum of Contemporary
Art Detroit

For Immediate Release:
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**Museum of Contemporary Art Detroit announces large-scale public
facade artwork**

**During its 10th anniversary MOCAD is excited to announce return of
Martin Creed's *Work No. 790: EVERYTHING IS GOING TO BE ALRIGHT***



Martin Creed, *Work No. 790: EVERYTHING IS GOING TO BE ALRIGHT*, Courtesy of the artist and Gavin Brown's enterprise.

Detroit, MI - Museum of Contemporary Art Detroit is excited to announce the reinstallation of Martin Creed's exterior neon artwork *Work No. 790: EVERYTHING IS GOING TO BE ALRIGHT* (2007). Originally part of MOCAD's *Words Fail Me* exhibition curated by Matthew Higgs in 2007, the piece brought a bright light to what was then a dark corner of Woodward Avenue. White Columns Director and Curator Matthew Higgs says, "In 2007, I curated an exhibition for MOCAD entitled *Words Fail Me*. It remains one of my best experiences in twenty-five years of working in the art world. The exhibition considered how (very) different artists approached the use of language in their work, and how language is in turn both open and subject to interpretation, i.e. words are simultaneously both objective and

subjective. (An idea all the more present in the era of "alternative facts.") Martin Creed's neon work *Work No. 790: EVERYTHING IS GOING TO BE ALRIGHT* was both a beacon for the show, and perhaps Detroit itself. There is a sense of uncertainty about Creed's short text, as if the work is perhaps missing a question mark. Ten years on and a lot has changed in Detroit, in my life, and at MOCAD itself. I'm excited that Martin's work is returning to Woodward Avenue. And I sincerely hope that everything is going to be alright."

The piece was a beloved representation of Detroit's promising future and a call to passersby to be positive despite the negative perceptions of Detroit in 2007. With the changes taking place in Detroit and with the Museum's 10th anniversary, MOCAD sees this as the perfect time to invite Creed to show the piece again. Julie Reyes Taubman, MOCAD Founder and Visionary, had the idea to put artwork on the front facade of the building. Reyes Taubman states "I am proud to welcome back Martin Creed's *Work No. 790: EVERYTHING IS GOING TO BE ALRIGHT* on our building facade, it anticipated Detroit's future and I've missed its optimism." MOCAD's facade project series welcomes residents and visitors to MOCAD's galleries, which have become part of the city's civic landscape and a source of pride and inspiration, earning Detroit international recognition as an art city.

Museum of Contemporary Art Detroit Executive Director Elysia Borowy-Reeder affirms this when she says "I am very proud to have the support to bring back an incredibly important artwork that interacts with public space. Martin Creed's work is at the forefront of MOCAD's vision for the future of art in Detroit and artistic expression; we investigate how compelling artwork can encompass the social and civic foundations of our traditions while also expanding into new practices and new ways of thinking. I owe a profound thank you to Sue Mosey of Midtown Detroit Inc. and writer and founding MOCAD Board Member Lynn Crawford and John Haddad who all supported this project with great enthusiasm."

About the Work

Work No. 790: EVERYTHING IS GOING TO BE ALRIGHT (2007) is a large word-based sculpture made in white neon consisting of a single line of unpunctuated text reading 'EVERYTHING IS GOING TO BE ALRIGHT'. It has been shown in various locations around the world including the Tate Modern in London and the National Galleries of Scotland. Martin Creed is one of the most influential and engaging British artists today, who uses sculpture, neon, painting, video and performance. Awarded the Turner Prize in 2001, the project will be completed in time for **DLECTRICITY**, scheduled for September 22-23, 2017, as a major component of a series of light related visual designs along Woodward Avenue. Creed's installation will continue MOCAD's exterior facade project and will remain after the festival. The exterior facade project has included large scale works by Sanford Biggers, Andrew Kuo, and Barry McGee among others.

About Martin Creed

Martin Creed, born in 1968, is one of the most important and exciting artists practicing today. He won the Turner Prize in 2001. Creed's work is characterized by his playful and subversive wit. A musician as well as an artist, he has said, "I've often consciously tried to make my work more like music ... rhythm, whether musical or visual, is a comfort." He is renowned for his straightforward approach to making art

and his clever economy of means, both in his use of non-traditional art materials and in the numerical titling of his work. Assigning a number to every artwork made relieves him of the tendency to make judgements based on size or materials, thereby giving all his works equal status. Creed has commented that his artworks are an attempt to start a dialogue with people. This is perhaps best conveyed in one of his most emotive pieces installed on the front of MOCAD's facade, neon sculpture *Work No. 790: EVERYTHING IS GOING TO BE ALRIGHT* (2007).

Support for the facade installation is generously provided by the A. Alfred Taubman Foundation, DLECTRICITY, Spectrum Neon, and Gavin Brown's enterprise.

Notes to the Editor

New installation photography will not be available until the re-installation is complete at the end of August 2017.

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The Museum of Contemporary Art Detroit (MOCAD) is an innovative addition to Detroit's vibrant Midtown neighborhood, and functions as a hub for the exploration of emerging ideas in the contemporary arts. As a non-collecting institution, MOCAD is responsive to the cultural content of our time, fueling crucial dialogue, collaboration, and public engagement. The Museum is located between the Detroit Symphony Orchestra and the Detroit Institute of the Arts, Wayne State University, and the College for Creative Studies. The cavernous 22,000 square foot building, a former auto dealership, has been simply renovated to maintain its raw historic character. MOCAD's ambitious series of public programs includes lectures, musical performances, films, literary readings and educational activities for area youth. Mobile Homestead, by late artist Mike Kelley, is a permanent art work located on the grounds of the Museum. It is both a public sculpture and a private, personal construction – based on the artist's childhood home on Palmer Road in Westland. The ground floor serves as a community event space by and for a diverse public, as Kelley intended. MOCAD is generously supported by individual members, private and corporate foundations, and government agencies. More information can be found at mocadetroit.org.

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