

Sotheby's INSTITUTE OF ART

A Body of Art: Phenomenological Viewings

Curated by Dr Jenna Ferrey and Brandon Reis

November 14th – 16th, 12 – 8pm

Opening: November 14th, 6 – 8PM

345 East 104th Street, ground floor

New York, NY 10029

Link to RSVP for opening night found [here](#).

Sotheby's Institute of Art is pleased to present *A Body of Art: Phenomenological Viewings*, an off-site exhibition curated by Master of Art Business 2018 candidates Dr Jenna Ferrey and Brandon Reis. The exhibition is located in East Harlem and is free and open to the public from 12 – 8pm during the run of the show, featuring photography by Erica Simone and a live tattoo installation by artists from Citizen Ink.

Art is inherently physical – the artist engages physically with the work, the viewer interprets its physical sensory data; and, in some instances, the body becomes the medium itself. All human experience is, in some way, mediated through the body. However, clear communication and description of these experiences and memories can be difficult to share. This denotes the challenge of phenomenological experiences: they are difficult to translate into adequately expressive words. It is here where art thrives. In some sense, art is the best medium for this kind of communication. In *Ways of Seeing*, John Berger ponders this phenomenon:

“Seeing comes before words. The child looks and recognizes before it can speak. But there is also another sense in which seeing comes before words. It is seeing which establishes our place in the surrounding world; we explain that world with words, but words can never undo the fact that we are surrounded by it. The relation between what we see and what we know is never settled. Each evening we see the sun set. We know that the earth is turning away from it. Yet the knowledge, the explanation, never quite fits the sight.”

The restrictions of verbal and written language, then, alongside a limited capacity for empathy make the communication of personal phenomenological experiences difficult.

Our title *A Body of Art: Phenomenological Viewings*, focuses on the body as a vehicle of engagement and an artistic medium simultaneously exploring the potential for art to transcend these barriers. Using the lenses of tattoo and photography of the nude body, this exhibition engages with the body intimately, and directly. We seek to engage with the addition of unfamiliar “low” mediums in traditional “high” spaces. In doing so, *A Body of Art: Phenomenological Viewings* adds to the dialogue of the body's place in the canon of art history while calling into question the aesthetic prejudices in what society considers as art worth recognizing. *A Body of Art: Phenomenological Viewings* emphasizes the centrality of the body to the artistic process in a rejection of Cartesian assumptions of the superiority of the mind over the body. In doing so, it seeks to question what role humanity permits the body to play, socially or in the context of creativity.

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TATTOOING INSTRUCTIONS

For those interested in booking an appointment in an effort to engage the interactive tattooing element of this curation, please refer to the below instructions and important notes:

This live tattoo installation is produced by artists from Citizen Ink – a Brooklyn-based studio renowned for the broad number of styles its artists practice in. In a combined effort on part of the artists participating, the installation includes 4 artists, circulating 2 on each day from November 14-16. The tattoo designs available range from \$50-200 in cost. The calendar of available booking slots can be found [here](#), and is updated regularly.

Guests interested in receiving a tattoo must provide to Citizen Ink a \$50 non-refundable deposit via PayPal through citizen.ink@gmail.com. **Please confirm with Citizen Ink which artist and slot you are interested in reserving with your payment.** This deposit both protects the time investment of the artists **AND** will be applied to the final cost of the tattoo (example: a \$100 tattoo means only \$50 is owed upon the end of the booking session. Deposit + \$50 = \$100 tattoo).



INSTAGRAMS

Yulia Vita: @brooklyntattooer
Joe Khay: @joekhay
Dean Kind: @dean_kind_tattoo
Carina Novello: @carina_novello

For further inquiry into all the available tattoo designs, please reach out to:

Brandon M Reis

Message: +1-617-686-0201

Email: brandon.reis@sia.edu

Image: NY Ink by Ami James, by Erica Simone

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