

# intermission museum of art

## FOR IMMEDIATE RELEASE

22 August 2022

INTERMISSION MUSEUM OF ART x PLATFORMS PROJECT PRESENTS:  
~~art is not for sale~~  
13 - 16 october 2022

**NEW YORK, NY** – After a successful and exciting second year of initiating and archiving digital creative collaborations, IMA is pleased to announce it is generously being hosted by Platforms Project, an independent art fair in Athens, Greece, to present physically its volume ii archive.

This year's physical manifestation will see IMA inhabit the space of the art fair, while questioning the fictional model that makes up art-as-commodity that underpins the art economy. Utilising the methodology of the fair (while joyously engaging both the word's origins in as a place of trade but also its emphasis on a moment of celebration and implication of equity) IMA will embed its archive in global micro-talks with Volume II participants as well as presenting "objects" (not) for sale. Additionally, IMA will be presenting its latest catalogue: a collaborative curatorial project highlighting Volume ii's projects.

Featuring collaborations by:

alice wilson + neja tomšič

deanna lee + kirsten nash

ayesha kamal khan + catalina tuca + joshua j. araujo + mariangela ciccarello

jeffrey martín + david mccormick

**PLATFORMS**  
**PROJECT**  
INDEPENDENT ART FAIR

ima | intermission museum of art  
intermissionmuseum.org  
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As a fictional museum and performative project, IMA challenges the status quo on the social role of museums by engaging with its fictional structures of operation. It explores the tangible effects fictionality has in the social and economic world and suggests alternative models of exhibiting while sparking meaningful conversations. Its online form enables IMA to exist in several places at once and reach multiple audiences. It is neither real nor unreal, but can be read as a critical text. Its second physical form is performative: IMA is both artwork and museum. It can only exist through the hospitality of others.

**Intermission Museum of Art (IMA)** was founded in 2020 by Rose van Mierlo and John Ros, in response to the cultural, social, environmental, economic and political fissures that make themselves evermore present during times of crisis and further stress accepted systems of operation. IMA provides a space for critical thinkers to respond to these moments of friction by investigating them as meaningful sites of production, instigating dialogues which will culminate in a public archive.

IMA's name references the question of open space: the flipping movement of a hand searching through archives, gaps in the pavement, performance interludes, tv-commercials, coffee breaks and silent pauses; all moments of unpoliced disruption that are typically un-institutional. at its core, IMA therefore proposes the museum as a site of uncertainty; a building without walls; a non-hierarchical collection of interdisciplinary narratives and voices; both a guest and a host; an exercise in cross-pollination. IMA resists the architectural premise of power that underwrites the white cube; instead its architectural premise is that of lateral networks, democratizing the exhibition in terms of access; its vision decentralized and participatory.

The objective of **Platforms Project** is to map artistic action as it is produced in the context of collective initiatives by artists who decide to join forces in seeking answers to artistic questions by creating the so-called platforms.

**ADDRESS** / “Nikos Kessanlis” Exhibition Hall  
Athens School of Fine Arts  
256 Peiraios Str., 256, 18235, Athens, Greece | map

**HOURS** / opening  
Thursday, 13 October 2022, 16.00-22.30  
open to the public  
Friday, 14 - Sunday, 16 October 2022: 12.00-21.00

**CONTACT** / John Ros, Founding Director, Curator  
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@platformsproject

**IMAGES** / available on request