

# CARMEN LAMANNA

## GALLERY





THE ART GALLERY OF YORK UNIVERSITY PRESENTS  
THE 1984 MISS GENERAL IDEA PAVILLION  
 15 SEPTEMBER - 6 DECEMBER 2009

*The Hoarding*

Now that we're defining the limits of the 1984 Miss General Idea Pavillion with the *Hoarding*, we're really looking forward to clearing the site...

Plans have been finalized to the extent that we've decided to leave some decisions for the future. So we've left some gaps in the development on purpose. For example: the missing pieces in the *Hoarding* have been included so the general public can add their personal vision of the project while they see through what we're trying to do. This section of *Hoarding* that we've erected is about all we'll ever need, as it's portable, and can be mobilized to encompass the far-flung site of the Pavillion...

We never refer to the sites of the Pavillion. Only the site. It's a singular site with multiple points of view. The fact that there are several locales where activity takes place only expands the centre. Our centre is defined by the circumference and the *Hoarding* is a sort of tool that allows us to expand the centre to any of its installations...

Just as the *Hoarding* defines the limits of the site and the project in general, we've also attempted to utilize the media to the same end. We've expended just as much energy erecting the *Hoarding* in the media as we have on erecting it on real estate. It has to be real before they'll report it, but it isn't really real until they do. Basically we just want people to know that General Idea is on the job and that the Pavillion is going up and it doesn't matter if they find this out by passing the *Hoarding* in the street or seeing it on the title page...

With the *Hoarding* appearing in magazines and on TV and what-have-you, we also feel that the limits of the site have been expanded to include these vehicles. They become part of the centre. It is entirely possible that the site of the Miss General Idea Pavillion could include your TV or surface on your coffee table. If this, for instance, was ever published, we would see it as just another extension of the site-lines. The Pavillion is a very parasitic structure.

From "Interview with Foreman Lamanna," *FILE Magazine*, Summer 1978

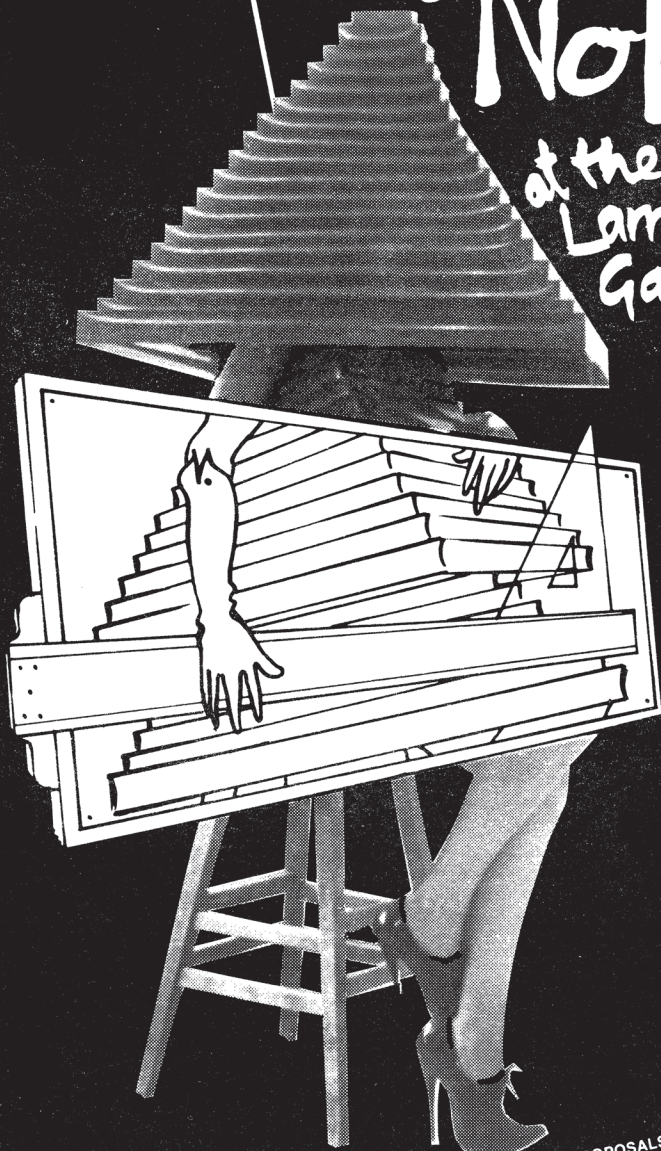
IMAGE: THE HOARDING OF THE 1984 MISS GENERAL IDEA PAVILLION, (1975)  
 EXHIBITED IN GOING THRU THE NOTIONS AT THE CARMEN LAMANNA GALLERY,  
 OCTOBER 18 - NOVEMBER 6, 1975.  
 PHOTO: HENK VISSER, COURTESY CARMEN LAMANNA ESTATE

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# General Idea's Going Thru the Notions

at the Carmen  
Lamanna  
Gallery



OCTOBER 18 - NOVEMBER 6 1975  
CARMEN LAMANNA GALLERY  
840 YONGE STREET  
TORONTO, CANADA

PROPS & PROPOSALS  
FOR THE 1984  
MISS GENERAL IDEA  
PAGEANT PAVILION

The Art Gallery of York University Presents

***The 1984 Miss General Idea Pavillion***  
**15 September – 6 December 2009**

**"It is their love affair with suffocating self-definition and their dallying with atmospheres of vague fetid evil that is getting more arteriosclerotic and uninhabitable all the time. It's a vein nobody can profitably mine any more. Someone has to tell them how long their train's been gone."**

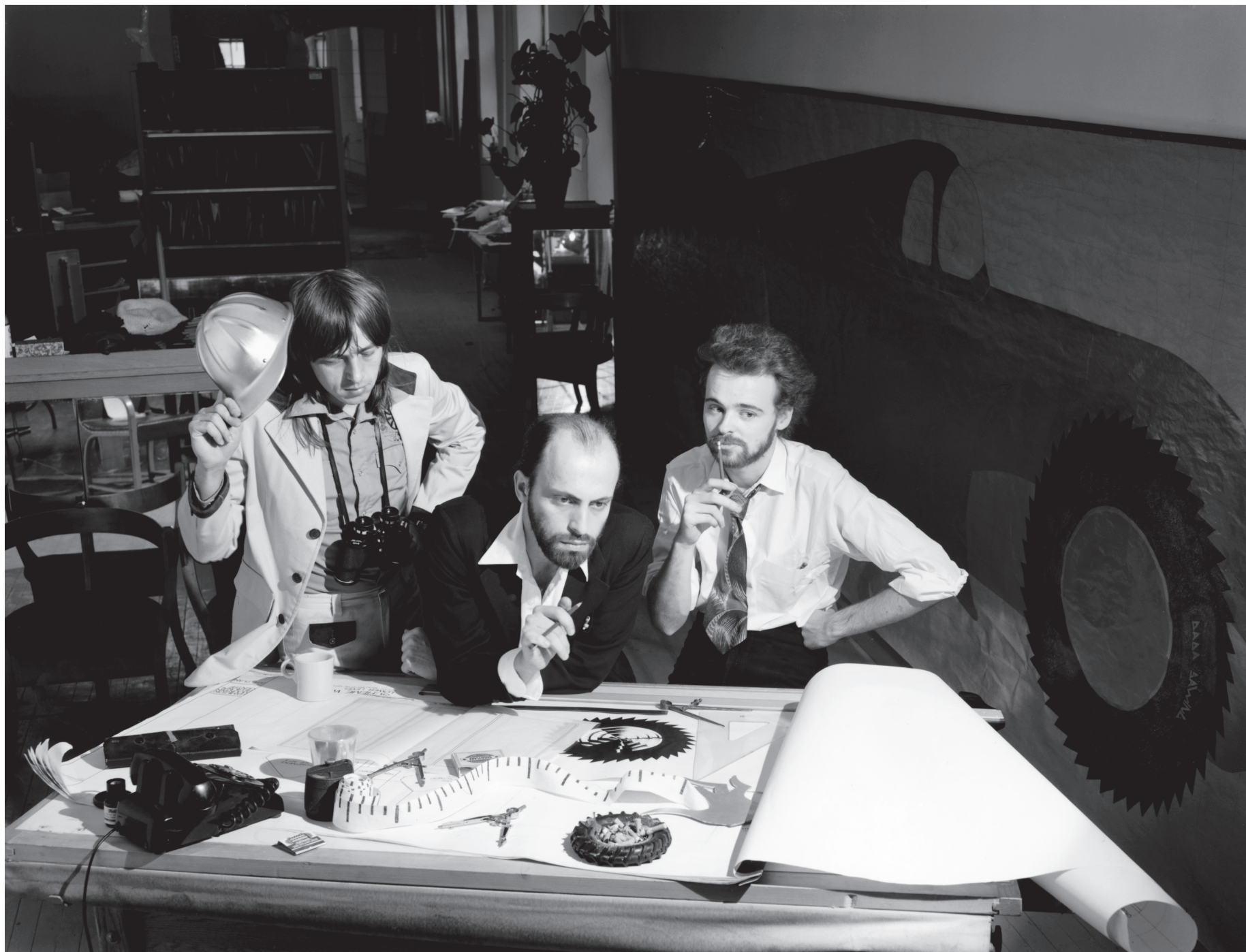
— Gary Michael Dault, "3 trendy young men market themselves," *The Toronto Star*, November 3, 1975. (Review of General Idea's *Going Thru the Notions* exhibition at the Carmen Lamanna Gallery)

**Get on board and get in motion for a recreation of General Idea's 1975 *Going Thru the Notions* exhibition at the Art Gallery of York University.**

Image courtesy General Idea  
[www.yorku.ca/agyu](http://www.yorku.ca/agyu)

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# The Art Gallery of York University Presents

## *The 1984 Miss General Idea Pavillion*

### 15 September – 6 December 2009

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Thirty-two years after a disastrous fire destroyed *The 1984 Miss General Idea Pavillion* in 1977, the Art Gallery of York University has set itself the heroic task of reconstructing the Pavillion along the lines of its original plans. The AGYU has combined resources with archaeologists, archivists, and the museums and collections that house its remnants to bring together material for public view as the first stage of restoring the Pavillion to the shell of its past glory.

**THE 1984 MISS GENERAL IDEA PAVILLION** is basically this: a framing device for accommodation. A terminal in which to rest the case of open and closed frameworks. A superstructure of containment formats like walls framing the theatre of operations. Architecture playing the part of the Master of Ceremonies directing all eyes to this stage to perform the single point of view.

General Idea, *Going Thru the Motions*, 1975, video

The construction and destruction of The 1984 Miss General Idea Pavillion is documented at the AGYU by the recreation of two key exhibitions by Canada's legendary artistic trio, General Idea. General Idea's *Going Thru the Notions* and *Reconstructing Futures* were first exhibited at the Carmen Lamanna Gallery in 1975 and 1977 respectively.

[www.yorku.ca/agyu](http://www.yorku.ca/agyu)

**agYU** out there

Image: Felix Partz, Jorge Zontal and AA Bronson at the drafting board ponder the construction of the 1984 Miss General Idea Pavillion.  
photo: Rodney Werden, courtesy General Idea