

SWISS INSTITUTE / CONTEMPORARY ART  
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# SI

DEC 01 2009 – FEB 13 2010

## Ooga Booga

### Reading Room

**Ooga Booga** is a concept shop vital to the creative life-blood of LA. It gathers an eclectic range of products. Spearheaded by **Wendy Yao**, Ooga Booga fosters a vibrant community of independent producers. For Swiss Institute, Yao installs a lounge in which one may read over 300 titles- from self to professionally published. The room contains contributions by:

38<sup>th</sup> Street, Alex Klein, Alex Olson, Alice Konitz, Amy Yao, Andrea Longacre-White, Andrew Jeffrey Wright, Apartamento, Art Since Summer of '69, Arthur Ou, Asher Penn, B'Ling, Barry Johnston, Becca Albee, Benjamin Trogdon, Black Dog Publishing, Bookworks, Brian Kennon, Claudine Auguste, Cynthia Connolly, Cynthia Leung, David Benjamin Sherry, Dexter Sinister, Dorothee Perret, Drag City, Duncan Hamilton, Ethan Swan, Eva Svennung, Phillip, Form Content, Free Association Press, FR David, Frances Stark, Gloria Pedemonte, Goodiepal, Greene Naftali, Hanne Mugaas, Harsh Patel, Ingo Giezendanner, Isabel Asha Penzlien, Jim Drain, Joseph Mosconi, JRP, K8 Hardy, Leif Goldberg, Leopard Press, Lisa Farjam, Margaret Lee, Matt Wobensmith, Megawords, Melissa Ip, Michael & Lucena Valle-Rey, Mylinh Trieu Nguyen, Nick Relph + Oliver Payne, Nieves, Oliver Payne, Ooga Booga, Paige Johnston, Paperback Magazine, Peres Projects, Picturebox, Phil Chang, Poppy Books, Primary Information, Printed Matter, RE/Search publications, Semiotext(e), Slavs and Tatars, Sumi Ink Club, Taro Nettleton, Textfield, Ugly Duckling Presse, Wendy Yao, William E. Jones, and White Columns.

[www.oogaboogastore.com/](http://www.oogaboogastore.com/)  
Ooga Booga 943 N Broadway, Los Angeles, CA 90012

## Worklist

### Clockwise, starting from the right of the window:

I Amy Yao  
Untitled, 2009  
Oil on canvas  
Courtesy of Private Collection

II Barry Johnston  
Special Occasion, 2009  
Ink on cardboard  
Courtesy of the artist and Overduin and Kite, Los Angeles

III Andrea Longacre-White  
Paper Chords 1, 2009  
Digital C-Print  
Courtesy of the artist

IV Lucy McKenzie  
Marble Parquet, 2009  
Limited edition of 100 + 11 AP  
Available for Sale at Ooga Booga

V Arthur Ou  
Untitled (Test Screen 4), 2009

C-Print  
Courtesy of the artist

VI Nick Relph & Oliver Payne  
Rid us of Space Bores (sp 23), 2005  
Silkscreen on cardstock  
Courtesy of the artists

VII Alex Olson  
Translation, 2009  
Oil on linen  
Courtesy of the artist; Shane Campbell Gallery, Chicago, and Lisa Cooley Fine Art, New York

VIII Matt Connors  
Please, tell me your second name, 2009  
Oil and pencil on canvas  
Courtesy the artist and Canda Gallery

IX Phil Chang  
Untitled, 2009  
Archival Pigment Print  
Courtesy of the artist

**On the floor:**  
X Sumi Ink Club (remote control paintings)  
Sumi Rovers 1 + 2, 2009

**Outside the door:**  
XI Sumi Ink Club ("Ooga Booga Reading Room" wooden sign)

**In the coffee station:**  
XII Art Mugs, by Hanne Mugaas, featuring artists: Lina Viste, Ida Ekblad, Guillaume Pilet.  
**Courtesy of Art Since Summer of '69.**