

# THECONCEPTBANK.ORG

## #058:Andrew McNiven: Prescribed Disruption/Variable Reception (2016)

My experience is that most art viewers tend to maintain a relatively regular set of practices when visiting galleries and museums: these can relate to pace, to exclusions, to personal preferences. The intention is to provide the viewer, through prescribed disruption, with a set of experiences which their habitual or customary practices might preclude. This in turn might promote variable reception, different understandings and new knowledge, even in sites familiar to the viewer. The choice of museum is yours...

Use an arbitrary method distinct from your usual practices to disrupt your navigation and experience of art objects or installations within a gallery or museum. These could include, and can be varied within a single visit:

- choose someone to follow;
- apply the rules of the road (keep right, or keep left in the UK);
- look at every fifth object, or choose another interval;
- ask someone else to direct you;
- only engage with objects you feel a dislike for;
- only visit attended (or unattended) rooms;
- ignore the objects entirely and engage only with the architecture;
- change direction by 90° when you hear the sound of a squeaky shoe;
- look at works for a maximum of three seconds;
- adopt an improbable position relative to each work, from the side for paintings, for example;
- treat video or durational work as you would a conventional object and walk around it;
- download and use the audioguide (official or unofficial) from another museum;

and/or any other strategy you may apply yourself (please tell us).

When you performed this work, please don't forget to send a response (text, photo or video, whatever you choose) to **done@theconceptbank.org**. We will archive it (anonymously) and we will also forward it to the artist. Thanks and we hope you will visit us again.

Theconceptbank.org is a non-profit initiative, the use of the databank will be free for everybody. Please don't publish the work on social media! It is free for you to use but it is not yours.

