



ΔΕΣΤΕ

## FOR IMMEDIATE RELEASE

Ίδρυμα ΔΕΣΤΕ  
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May, 2015

### ***FAMILY BUSINESS AT THE BENAKI MUSEUM, PIREOS STREET, ATHENS***

Benaki Museum, Pireos St.  
138 Pireos & Andronikou St.  
Athens

Opening: June 11, 2015 at 20:00  
Duration: June 12 – October 11, 2015

Opening Hours,  
Thursday, Sunday: 10:00 - 18:00  
Friday, Saturday: 10:00 - 22:00  
Monday, Tuesday, Wednesday Closed

The exhibition will remain closed in August

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Permanent Communication Sponsors of the Benaki Museum:





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Initiated in 2012 by artist Maurizio Cattelan and New Museum Artistic Director and curator Massimiliano Gioni, Family Business was conceived as an alternative, non-profit art space for the presentation of original exhibitions open to artistic experimentation and innovative forms of collaboration.

Originally housed in a modest storefront space on 21<sup>st</sup> Street and 10<sup>th</sup> Avenue, in New York's gallery district of Chelsea, Family Business hosted a multitude of exhibitions, projects, concerts, and events from February, 2012 to May, 2013. In February 2014, Family Business found a new home at the Palais de Tokyo in Paris, where a movable, minimal project space was specially designed with reference to the irregularly built houses characteristic of the suburbs of Athens, Greece. This hybrid structure now moves to Athens itself, with a program of alternating exhibitions aimed at encouraging new forms of contemporary creativity.

In its new incarnation at the Benaki Museum on Pireos Street, Family Business will maintain a symbiotic relationship with both the Museum and the DESTE Foundation. In Athens, Family Business will present a series of rotating exhibitions generated through an open-call system, providing an experimental platform to those who have something interesting to say and propose. By means of this informal structure, Family Business will enable artists to present their work and art lovers to engage with the exhibitions, while offering enhanced opportunities to meet new friends and families and connect with broader audiences.

The exhibitions hosted at Family Business will go beyond the visual art field to embrace other realms of contemporary creativity. The projects, selected following the open-call, will change on a regular basis and will be presented inside and/or around this uniquely-designed space installed at the café of the Benaki Museum, Pireos Street.



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In June 2015, as a preamble to the open-call based program, Family Business will present “DIRTY LINEN,” a project proposed by Myriam Ben Salah, Curator of Special Projects and Cultural Programs at the Palais de Tokyo and an original member of the Family Business team. Constructed as a small-scale survey delving into issues of shame and scandal, “DIRTY LINEN” examines the concept of the family as an entanglement of individuals and relationships; encompassing actual familial ties as well as broader national and international relationships made increasingly apparent during the current global financial crisis. Airing its ‘dirty linens’ in public, the exhibition attempts to ward off the evil eye from the ‘Family’ house so that it can start afresh with the ‘Business’ at hand.

At the conclusion of “DIRTY LINEN,” the projects presented within the Family Business space will be chosen collectively by members of the DESTE Foundation, the Benaki Museum and Family Business. An open-call invitation to submit proposals will go out to artists of all ages and nationalities who reside in Greece in June 2015, and continuing on an ongoing rolling submission basis. The selection committee will review the applications regularly, and the first proposal chosen will be presented in October 2015 in the Family Business space at the Benaki Museum, Pireos Street.

