A major component of the video installation evolved from JEFF&GORDON working with community members, many of whom were affected by the foreclosure crisis in the Inland Empire. Working with the Fair Housing Authority of Riverside on October 1st, the artists invited both people who have been affected by foreclosure and members of the community at large to appear on video, standing together as a group, in a demonstration of community pride and solidarity. The artists wanted to suggest that perhaps too much emphasis is put on personal responsibility and achievement, while at the same time recognizing the powerful, motivating role that competition plays in our society. “Everyone more or less accepts that banks are playing the profit game, and that we have to play the game with them,” artist Gordon Winiemko said. “Can we really say that the person who played the game and got to keep a house is a more worthy or deserving person than the one who lost the house?” After the video shoot representatives from the Fair Housing Council of Riverside offered free foreclosure prevention information to homeowners who have experienced a financial hardship and are facing difficulty making mortgage payments. This informative session gave homeowners a better understanding of Foreclosure Prevention options, as well as tips on how to effectively communicate with their lender, and gain insight on various foreclosure prevention programs that could help save their homes.

October 29 | 6-9 PM | UCR Sweeney Art Gallery
JEFF&GORDON: Play Against | Opening Reception

Sweeney Art Gallery will present a one-night social event that invites the public in a participatory role with artists JEFF&GORDON. Recognizing the desire on the part of the average gallery or museum visitor to gain insight into the exhibition, Play Against, and into the artists’ process, JEFF&GORDON will employ their usual strategy of borrowing from a social custom or cultural idiom and meet with members of the public in a series of controlled convivial situations. Channeling the phenomenon of social gatherings and social networking, the public and JEFF&GORDON will be able to get acquainted to see how much they like each other, and to decide if they would like to see each other again. Participants will be provided with an entrée of suggested discussion topics and refreshments.

A Special Encounter with JEFF&GORDON is a First Thursday ArtsWalk event and is supported by the Gluck Fellows Program of the Arts at UC Riverside. The Gluck Fellows Program is made possible by the generosity of the Maxwell H. Gluck Foundation.
JEFF&GORDON: PLAY AGAINST
Sweeney Art Gallery | OCTOBER 29 - DECEMBER 10, 2011

JEFF&GORDON: Play Against is a multi-channel performative video installation intertwined with
contesting dialogue between a game associated with the upper-class and the realities of the
economy for middle-and lower-income citizens. Through their continual exploration of social
interactions, the artist team JEFF&GORDON (Jeff Foye and Gordon Winiemko) confronts a hefty
and timely concern hovering over the Inland Empire’s foreclosure calamity. Using the high-speed
racket sport of “squash” as metaphor, the exhibition rallies with the tension between
cooperation and competition that runs through the public discourse. Generally considered a
“gentlemen’s game,” squash is not solely devoted to competition. It also facilitates the
development of networks and conversation exchanges. As part of their practice of appropriating
”Temporarily Embarrassed.” In this series, JEFF&GORDON examine the pretensions of home
ownership and the aftermath of losing that ownership. The title is borrowed from a quote by
John Steinbeck that the artists recontextualize in How You Play The Game: “... Americans see
themselves not as an exploited proletariat but as temporarily embarrassed millionaires.”

Presented on flat panel video displays, the artists perform not just idyllic scenes of home owner-
ship (such as washing the car in the driveway or doing yard work) but, by freezing in mid-gesture,
they perform the image of home ownership. As in most of their work, the artists’ presence serves
to activate the locations — in this case, foreclosed properties in the Inland Empire. Here, the odd,
comical, frozen tableaux evoke the limbo or stasis brought on by displacement, but also suggests
the potential for redemption.

- Jennifer Frias, associate curator, UCR Sweeney Art Gallery

ABOUT THE ARTISTS

JEFF & GORDON are a collaborative team of artists who create videos and installations that
explore social interactions. Jeff Foye and Gordon Winiemko create situations wherein an audience
will reflect on their participatory role in the ever-changing cultural narrative; every one of us
contributes to our collective culture, but at the same time we are all defined by culture. As such,
their work frequently “takes on” the form of familiar social conducts and iconography, and also
enters into a dialogue with the site or the context in which the work is exhibited. The artists also
forward their personae, and frequently mediate their performative actions through video, as
informed by the cinematic aesthetic. The artists live and work in the Los Angeles area. The artists
received their MFA’s from California State University Long Beach, and University of California/Irvine,
respectively, in 2007. They live in the Los Angeles area. This is their second solo show as a
team. JEFF&GORDON: Play Against is organized by UCR Sweeney Art Gallery, and curated by
Jennifer Frias, associate curator, Sweeney Art Gallery.

Support for JEFF&GORDON: Play Against is provided by UCR’s College of Humanities, Arts and Social Sciences, Fair Housing Council of
Riverside and UCR’s Student Recreation Center. JEFF&GORDON: Play Against is an exhibition in dialog with a UCR initiated project that will be
under development throughout the 2011-2012 academic year, Understanding the Human Impacts of Housing Foreclosure: An Interdisciplinary
Exploration of Economic, Social and Political Inequality. The steering committee includes UCR professors Gary Dymski (Economics), Vanessa Es-
trada (Sociology), Martin Johnson (Political Science), Ellen Reese (Sociology/Labor Studies), Jonathan Green (ARTSblock), and Tyler Stallings (Culver
Two-channel projection. (Back cover) Production still from the series Temporarily Embarrassed, 2011. All works courtesy of the artists.