TV as... a collection presentation
Stedelijk Museum, 28 August 2010 - 15 May 2011
Since the emergence of television during the mid-20th century, many artists have created art about or featuring this mass medium. The Stedelijk Museum has a long and distinguished tradition of collecting and exhibiting television-based art. TV as... draws from the museum's wide-ranging collection and is devoted primarily to work from the 1970s and 1980s, when television was the dominant form of mass communication. A suite of galleries (figs 1 to 4) presents a selection of works revealing the various ways in which artists have responded to and used the medium:

TV as opportunity: how to reach a mass audience
TV as color bar: the visual appeal of color television
TV as sculpture: the television as object and sculptural element
TV as sample: the use of visual fragments
TV as installation: the television as part of a spatial intervention
TV as threat: the alleged evils of the medium
TV as Stedelijk: art-related television productions initiated by the Stedelijk

This collection presentation includes iconic work by Dara Birnbbaum, Bruce Nauman and Nam June Paik, along with unknown pieces by Leendert Janzéé and Piotr Kowalski which are on view in the museum for the first time since their acquisition.
Fig 1. *TV as...a collection presentation*, Temporary Stedelijk 2, Amsterdam, 2011, view of the exhibition. © Courtesy Stedelijk Museum.

Fig 2. *TV as...a collection presentation*, Temporary Stedelijk 2, Amsterdam, 2011, view of the exhibition. © Courtesy Stedelijk Museum.
Fig 3. *TV as... a collection presentation*. Temporary Stedelijk 2, Amsterdam, 2011, view of the exhibition. © Courtesy Stedelijk Museum.