

Johannah Herr

SEPTEMBER 15–DECEMBER 22, 2022 I HAVE SEEN THE FUTURE:
THE AMERICAN HOME

SHIRLEY FITERMAN ART CENTER BMCC 81 BARCLAY STREET NEW YORK, NY 10007

On view September 15 - December 22, 2022, *I Have Seen the Future: The American Home* is a multifaceted, immersive exhibition meant to evoke the experience of visiting the two New York World's Fairs, held in 1939 and 1964 in Flushing Meadows, Queens – with the hindsight of 2022. Artist Johannah Herr delves into the propaganda circulating in 20th century visions of utopia and how these still define much of our reality today.

I Have Seen the Future recalls the tens of millions of visitors who flocked to Queens to see visions and manifestations of the American Dream at the World's Fairs - a specific narrative that melded American consumerist capitalism with politics and international relations. Through a unique sensibility, Herr exposes the underbelly of that dream, focusing specifically on the American home and exposing the multiple ways that utopian vision is mired in cruel policies and practices that enforce segregation, wealth and income inequality, and the general exclusion of people of color.



Herr's installation features architectural models that represent imaginary pavilions from the World's Fair. The display is also accompanied by patterned, flocked wallpaper that references 1960s interior design and subtly contains language of racially restrictive covenants of postwar housing. The models have been included in *I Have Seen the Future: Official Guidebook*, a collaboration with Cara Marsh Sheffler that expands upon the themes addressed through imagery, text and subverted advertisements.

Johannah Herr, *The American Home Pavilion (Suburban Jubilee)*, 2022, Chipboard, acrylic, nylon flocking

The exhibition invites you to step inside the "White Flight Model Home," a future-oriented, perfectly manicured place fit for the Space Age nuclear family. The model is accompanied by this imaginary community's monthly circular, *White Flight!*. Also created in conjunction with Cara Marsh Sheffler, *White Flight!* demonstrates how suburban fences were not so much made of white pickets as they were discriminatory banking practices and an idea of normative culture that actively excluded anyone of color.

Shirley Fiterman Art Center, BMCC, CUNY

Gallery Hours:

Wednesday, Thursday, and Friday 12-5PM

& By Appointment

To make an appointment please contact the gallery:

shirleyfitermanartcenter@bmcc.cuny.edu or 212-776-5631