

# Billy Apple®

Born Barrie Bates, 1935 Auckland; died, 2021, Auckland, New Zealand

## SELECTED SOLO EXHIBITIONS

2024

Progressives and Other Self-Portraits, STARKWHITE, Auckland, NZ  
Billy Apple®/Braco Dimitrijević: Conceptual Art Pioneers, The Mayor Gallery, London, UK

2023

Divine Proportion, STARKWHITE, Auckland, NZ

2022

Rainbows 1965, The Mayor Gallery, London, UK

2021

Head Height and other self-portraits, Hamish McKay, Wellington, NZ

2020

Portrait of the Artist in a Drip-Dry Suit 1962–64, Hamish McKay, Wellington, NZ

2019

Billy Apple® is N=One, Starkwhite, Auckland NZ

2018

Billy Apple®The Artist Has to Live Like Everybody Else 1961 – 2018, The Mayor Gallery, London, UK  
Billy Apple®: Six Decades 1962-2018, Rossi & Rossi, Hong Kong  
From the Billy Apple® Collection, Hamish McKay, Wellington, NZ  
Mutterzunge: Seeing and Hearing, Apartment Project, Berlin, DE  
The Politics of Space, The Suter Art Gallery, Nelson, NZ  
Billy Apple®: Trademark Registration, Te Tuhi Billboards, Pakuranga, NZ

2017

Billy Apple®: Further Alterations, Govett-Brewster Art Gallery, New Plymouth, NZ  
Billy Apple®: N=1, an art/science project (with Dr Justin O'Sullivan), Queenstown Research Week, Queenstown, NZ  
Brown Room Subtraction, Mokopōpaki, Auckland, NZ  
Billy Apple®: Art Transactions, Starkwhite, Auckland, NZ

2016

Presidential Suite, Hamish McKay, Precinct 35, Wellington, NZ  
Brand New, Brett McDowell Gallery, Dunedin, NZ

The Bridge: An Institutional Critique, Christchurch Art Gallery, NZ

Cell Culture, The Suter Art Gallery, Nelson, NZ

Great Britten! A project by Billy Apple®, Christchurch Art Gallery, NZ

The Analysis of Billy Apple®'s Genome, Dunedin Public Art Gallery, NZ

2015

Billy Apple® Sound Works 1968 – 2015, Te Uru Waitakere Contemporary Gallery, West Auckland, NZ

Billy Apple®: The Artist Has to Live Like Everybody Else, Auckland Art Gallery, NZ

A sceptical approach to exhibition making, IMAGINARY AUDIENCE SCALE, Artspace, Auckland Billy Apple®:

SUCK, Artspace, Auckland, NZ

From The Matuku Trust Collection: Works by Billy Apple®, Whangarei Art Museum, NZ

Billy Apple®: The Artist Has to Live Like Everybody Else, Auckland Art Gallery, NZ

2014

Wheel of Misfortune: Analysis of the Billy Apple® Genome (with Dr Craig Hilton), Starkwhite, Auckland, NZ

2013

Billy Apple 1970 – 1975, The Mayor Gallery, London, UK  
The Immortalisation of Billy Apple®, a Starkwhite project presented at Art Basel Hong Kong  
Apple Sees Red, Hamish Morrison Galerie, Berlin, DE

2012

Billy Apple® is 50, Starkwhite, Auckland, NZ  
The Immortalisation of Billy Apple® (Stage 2) (with Dr Craig Hilton), Starkwhite, Auckland, NZ

2011

A History of the Brand, Starkwhite, Auckland, NZ  
Billy Apple®: \$23,610, Starkwhite, Auckland, NZ

2010

Billy Apple®: British and American Works, 1960–1969, The Mayor Gallery, London, UK  
IRB Rugby World Cup Public Art, two sites: Wairepo Swamp Walk and The Corner Post, Sandringham Road, Auckland, commissioned by Auckland City, NZ  
The Immortalisation of Billy Apple®: A project by Billy Apple® and Dr Craig Hilton, Starkwhite, Auckland, NZ

2009

Billy Apple®: Revealed / Concealed and Billy Apple®: A History of the Brand, Witte de With Center for Contemporary Art, Rotterdam, NL  
Billy Apple®: New York 1969–1973, Adam Art Gallery Te Pataka Toi, Victoria University of Wellington, NZ

2008

Billy Apple® Staircase: a public sculpture, Monkey Hill Reserve, Mt Eden, Auckland Billy Apple®, (completed trademark registration), Sue Crockford Gallery, Auckland, NZ

2007

The Art Circuit; A sound performance featuring motor-cycles from the Billy Apple® Historic Racing Collection, Auckland Art Gallery, NZ

Billy Apple™, (accepted for trademark registration), Sue Crockford Gallery, Auckland, NZ

2006

Severe Tropical Storm 9301 Irma, Te Tuhi the Mark, Pakuranga, Manakau City, NZ

2004

Billy Apple's Promissory Notes, Starkwhite, Auckland, NZ  
Tales of Gold: The Tale of Ray, Artspace, Auckland, NZ

2003

Music for a Stairwell, Artspace, Auckland, NZ

2002

Business as Usual, Govett-Brewster Art Gallery, New Plymouth, , NZ

Wall for Starkwhite, Starkwhite, Auckland, NZ

2001

Art for AIDS, Hamish McKay Gallery, Wellington, NZ

1999

For Women's Refuge, Government House, Wellington, NZ

1998

Typhoon Irma (9301), 1993, Hamish McKay Gallery, NZ  
Two Columns, Mori Gallery, Sydney, AU

1997

Self-Portraits 1962-67, Artspace, Auckland, NZ

Pie Charts and Bar Graphs, Mori Gallery, Sydney, AU

1996

Billy Apple: Cash Barter Draft, CBD gallery, Sydney, AU  
Attack on the White Cube, Sue Crockford and Francis Pound's private residence, 22 Albany Road, Herne Bay, NZ

1995

Rings, Warwick Brown Gallery, Auckland, NZ  
Coffee (Billy's Blend) and Art Politics, Garage, Canberra, AU

1993

The Artist Has to Live Like Everybody Else, Warwick Brown

Gallery, Auckland, NZ

1992

Let Them Eat Gold; an Exclusive Billy Apple Desert, Metropole, Auckland, NZ

1991

As Good As Cold: Art Transactions 1981-91, Wellington City Art Gallery; Govett-Brewster Art Gallery, New Plymouth; Auckland City Art Gallery, Auckland, NZ

1990

Transactions and Golden Sections, Sue Crockford Gallery, Auckland, NZ

Selected Works 1967-90, Centre for Contemporary Art, Hamilton, NZ

1989

Mirrors, Artis Gallery, Auckland, NZ

1988

The Divine Proportion, Artis Gallery, Auckland, NZ

The Cage and the Pedestal, Bathhouse Museum and Art Gallery, Rotorua, NZ

Recent Paintings (I.O.U.), Peter McLeavey Gallery, Wellington, NZ

1987

Transactions, George Fraser Gallery, Auckland, NZ

1986

New Work, Peter McLeavey Gallery, Wellington, NZ

1984

Selected Works 1962-74, Leo Castelli Gallery, New York, US

1983

Apple Turns to Gold, Auckland Coin and Bullion Exchange, Auckland, NZ

1982

Sculpture, Peter McLeavey Gallery, Wellington, NZ

1981

Art For Sale, Peter Webb Galleries, Auckland, NZ

1980

Alterations, Govett-Brewster Art Gallery, New Plymouth, NZ

Censure, Leo Castelli Gallery, New York, US

1979

Revealed/Concealed, Auckland City Art Gallery, Auckland, NZ

Alterations, Barry Lett Galleries, Auckland, NZ

Expose, National Art Gallery, Wellington, NZ  
Towards the Centre, Sarjeant Gallery, Wanganui, NZ

1978

Billy Apple Video, Everson Museum of Art, Syracuse, US  
Extension of the Given, Leo Castelli Gallery, New York, US

1977

Extension of the Given, Leo Castelli Gallery, New York, US

1976

-/+ 38 (with Jerry Vis), 112 Greene Street Gallery, New York, US  
9 x 9 and Untitled (String Piece), Fine Arts Building, New York, US  
40o, 3 Mercer Street, New York, US  
Untitled (String Piece), 112 Greene Street Gallery, New York, US  
Billy Apple Video, Everson Museum of Art, Syracuse, New York, US

1975

Neon Sculpture, Govett-Brewster Art Gallery, New Plymouth, NZ  
Two Subtractions, Auckland City Art Gallery, Auckland, NZ

1974

From Barrie Bates to Billy Apple 1961-74, Serpentine Gallery, London, UK  
Five Subtractive Connections, The Clocktower, New York, US  
9 x 9: A Subtraction, 159 East 69th Street, New York, US  
Diagonal Subtraction, 3 Mercer Street Gallery, New York, US  
Absence of Red and Yellow Paint on Floor, 3 Mercer Street Gallery, New York, US

1973

Negative Condition Situations: Cleaning: Floor Tile, Cleaning: Windowpane, APPLE, 161 West 23rd St, New York, US

1972

Card Reading: Audiotape, APPLE, 161 West 23rd St, New York, US  
Alpha State: A Video/Audio Tape Work, Monte Fiore Hospital and Medical Centre, Bronx, New York, US  
An Audiotape Work to be Heard in Total Darkness (with Anna Lockwood), Holly Soloman, 98 Greene St Loft, New York, US  
Maintenance Situation: An empty space cleaned by vacuuming and washing, Herbert Distel, Bern, CH  
Matter Transformation: No 2 (with Geoff Hendricks and Jerry Vis), APPLE, 161 West 23rd St, New York, US

Lottery Ticket Purchase, APPLE, 161 West 23rd St, New York, US

Meeting: Seven Artists Confer, APPLE, 161 West 23rd St, New York, US

Vacuuming, APPLE, 161 West 23rd St, New York, US

1971

USA representative to XI Bienal de São Paulo, São Paulo, BR  
Excretory Wipings, APPLE, 161 West 23rd St, New York, US  
Fluorescent Light Cleaning, APPLE, 161 West 23rd St, New York, US  
Glass Transformation (with Anna Lockwood), Universal Milling Co. Ltd, London, UK  
Order and Care, Preston McClanahan's Farm, Massachusetts, US  
Sweeping, location activity, APPLE, 161 West 23rd St, New York, US  
Window Cleaning, 112 Greene Street Gallery, New York, US  
Roof Dirt, APPLE, 161 West 23rd Street, New York, US  
Matter Transformation: Glass, Earth, Stone (with Geoff Hendricks and Jerry Vis), APPLE, 161 West 23rd Street, New York, US

1970

Neon Accumulation, The Electric Gallery, Toronto, CA  
Glass Transformation: A Public Activity (with Anna Lockwood), Zeez Arts Gallery London, UK  
Manhattan Street Glass Accumulation, Part I, Street Locations, Part II, APPLE, New York, US  
Broken Glass Collection, Marion Turtle Park, Washington DC, US  
Carpet Removal, 161 West 75th St, New York, US  
Roof Dirt: (Cleaning: May 1), APPLE, 161 West 23rd Street, New York, US  
Vacuuming, 161 West 75th St, New York, US  
Ozone No 2: Low Room Temperature, APPLE, 161 West 23rd Street, New York, US  
Laser Beam Wall, APPLE, 161 West 23rd Street, New York, US

1969

Neon Floor: No 1, No 2 and No 3, APPLE, 161 West 23rd Street, New York, US  
Six Standing Neon Spirals, APPLE, 161 West 23rd Street, New York, US  
Aromatic Coloured Space, APPLE, 161 West 23rd Street, New York, US  
Ozone No 1: High Room Temperature, APPLE, 161 West 23rd Street, New York Four Spotlights, APPLE, 161 West 23rd Street, New York, US

1967

Neons, window installation, Cartier, 5th Avenue, New

York, US  
U.F.O.s (Unidentified Fluorescent Objects), Howard Wise  
Gallery, New York, US

1966  
Billy Apple in Idaho, 359 A Street, Idaho Falls Neons, Pepsi  
Cola Exhibition Gallery, New York, US

1965  
Pop art spots series, Commissioned by Channel 9,  
WOR-TV, New York, US  
Apples To Xerox, Bianchini Gallery, New York, US  
Neon Rainbows, Bianchini Gallery, New York, US

1963  
Apple Sees Red, Live Stills, Gallery One, London, UK  
Motion Picture Meets the Apple, Institute of  
Contemporary Arts, London, UK

#### SELECTED GROUP EXHIBITIONS

2024  
Lime and limpid green, a second scene (Part Two), 1301SW,  
Sydney, AU  
Lime and limpid green, a second scene (Part One), 1301SW,  
Melbourne, AU  
Cloudwalker, Museum Voorlinden, Wassenaar NL

2023  
Threshold of things, 1301SW, Melbourne, AU  
Art of Rainbow Pride, Old Government House, Auckland,  
NZ

2021  
Black White, Hamish McKay, Wellington, NZ

2018  
Billy Apple®, Dowse Art Museum, Lower Hutt, NZ

2017  
Back to Front, Hamish Mickay, Wellington, NZ  
On the Grounds, Starkwhite, Auckland, NZ  
Biographies of Transition: Too Busy to Think, Artspace,  
Auckland, NZ

2015  
Julian Dashper and Friends, City Gallery Wellington, NZ  
Warhol and the World of Pop Art, The Lightbox, Woking,  
Surrey, UK  
Nathan Haines and the Art Ensemble Perform Quartet by  
Billy Apple®, Auckland Art Gallery Toi O Tamaki, NZ  
Billy Apple®, Nathan Haines & the Art Quartet, Te Uru  
Waitakere Contemporary Gallery, West Auckland, NZ  
International Pop, Walker Art Centre, Minneapolis,

touring to Dallas Museum of Art and Philadelphia  
Museum of Art, US  
Reflections on the Self, Christie's Mayfair, London, UK  
Totem: Billy Apple® and Arnold Manaaki Wilson,  
Starkwhite, Auckland, NZ  
The Lulennial: A Slight Gestuary, Lulu, Mexico City, MX  
60s Art, Scottish National Gallery of Modern Art,  
Edinburgh, UK  
BP Walk through British Art; 1960 Room, permanent  
collection, Tate Britain, London, UK

2014  
Signals, Starkwhite, Auckland, NZ  
The Analysis of Billy Apple®, Billy Apple® and Craig  
Hilton, Starkwhite, Auckland, NZ  
Artists for Kobanê, curated by Hito Steyerl and Anton  
Vidokle for e-flux, commissioned by Adnan Yildiz  
Art as a Verb, Monash University Museum of Art, AU  
Blue Times, Kunsthalle Wien, Vienna, AT

2013  
When Britain Went Pop! British Pop Art: The Early Years,  
Christie's Mayfair, London, UK  
Howard Wise Gallery: Exploring the New, Moeller Fine  
Art, New York, US and Berlin, DE  
Peripheral Relations: Marcel Duchamp and New Zealand  
Art 1960–2011, Adam Art Gallery, Victoria University of  
Wellington, NZ

2012  
Gallery Abstract, Two Rooms, Auckland, NZ  
Pop Art in Western Europe, Museum het Valkhof,  
Nijmegen Gold, Belvedere Palace Museum, Vienna, AT

2011  
For Love Not Money, The 15th Tallinn Print Triennial, Tallinn  
European Capital of Culture 2011, EE  
Remix, Chrysler Museum of Art, Virginia, US  
Agency of Unrealised Projects, Kopfbau Basel, CH  
De-Building, Christchurch Art Gallery, Christchurch, NZ  
"Early Conceptualists", Chapter Two, Galerie Jocelyn  
Wolff Gallery, Paris, FR

2010  
Alternative Histories, Exit Art, New York, US

2009  
ACDC: The Art of Power, The Gus Fisher Gallery, Auckland,  
NZ

2008  
A History of the Brand at Ballantynes; Wandering Lines:  
Towards A New Culture of Space, SCAPE Christchurch  
Biennial of Art in Public Space, Christchurch, NZ

2007

Words/parole: A multilingual homage to Allan Kaprow,  
Unimedia Modern, Genova, IT

2006

Remix, Boise Art Museum, Idaho, US  
Toi Te Papa Art of the Nation, Museum of New Zealand Te  
Papa Tongarewa, Wellington, NZ  
Free New Zealand Art, Para/site Art Space, Hong Kong  
Art & the 60s From Tate Britain, Auckland Art Gallery,  
Auckland, NZ

2004

The Expatriates: Frances Hodgkins / Barrie Bates, Adam  
Art Gallery, Victoria University of Wellington, Wellington,  
NZ  
Território Livre (Free Territory), XXVI Bienal de São Paulo,  
São Paulo, BR  
Lights>Camera>Action: Critical Moments from the  
Govett-Brewster Collections 1969 – 2004, Govett-  
Brewster Art Gallery, New Plymouth, NZ

2003

The Sublime Metaphor, Oxford University Museum of  
Natural History, Oxford, UK  
All American, Boise Art Museum, Idaho, US  
Money For Nothing, Artspace, Auckland; City Gallery,  
Wellington, NZ  
Collaborative Exchanges (with Marco Fusinato, John  
Nixon, Rose Nolan), Starkwhite, Auckland, NZ  
American Supermarket, The Andy Warhol Museum,  
Pittsburgh, US

2002

Shopping: A century of Art and Consumer Culture, Schirn  
Kunsthalle, Frankfurt, DE; Tate Liverpool, Liverpool, UK  
Rewind: Forty Years of Design and Advertising from the  
D&AD Awards, Victoria and Albert Museum, London, UK  
2001

Sightlines: Looking Into the Art Collection, Museum of  
New Zealand Te Papa Tongarewa, Wellington, NZ

2000

Vroom: 100 years of New Zealand Motorcycle Mania,  
Auckland War Memorial Museum, Auckland, NZ

1999

Global Conceptualism: Points of Origin 1950s-1980s,  
Queens Museum, New York, US  
Toi Toi Toi: Three generations of New Zealand artists,  
Museum Fridericianum, Kassel, DE; Auckland Art Gallery,  
Auckland, NZ  
Kronos + Kairos: Über die Zeit in der Zeitgenössischen  
Kunst, Museum Fridericianum, Kassel, DE  
Home and Away: Contemporary Australian and New

Zealand art from the Chartwell Collection, Auckland Art  
Gallery, Auckland; Govett-Brewster Art Gallery, New  
Plymouth; Waikato Museum of Art and History, Hamilton;  
Manawatu Art Gallery, Palmerston North; City Gallery,  
Wellington; Dunedin Public Art Gallery, Dunedin, NZ

1998

Eat! The Food Exhibition, Museum of Contemporary Art,  
Sydney, AU  
SE(x)= s/√n Billy Apple/Darryl Chapman, CBD gallery,  
Sydney, AU  
The Lure of Language; Billy Apple, John Baldessari,  
Bruce Barber, Lawrence Weiner, Lopdell House Gallery,  
Auckland, NZ  
Action Replay, Artspace, Auckland; Govett-Brewster Art  
Gallery, New Plymouth; Auckland Art Gallery, Auckland,  
NZ

1997

Artists Screens, Gregory Flint Gallery, Auckland, NZ

1995

Billy Apple, Ian Burn, Julian Dashper, Christopher Dean:  
Group Show, Pendulum, Sydney New Zealand Light,  
Govett-Brewster Art Gallery, New Plymouth, NZ

1992

The Paper Project, The New Zealand Herald, Auckland,  
NZ

1991

Signatures of Place: Paintings & place-names, Govett-  
Brewster Art Gallery, New Plymouth, NZ  
UK Works: New Zealand Artists in Britain in the 1960s,  
Shed 11 / National Art Gallery, Wellington, NZ

1990

Gretchen Albrecht, Billy Apple, Richard Killeen, Milan  
Mrkusich, Gordon Walters, Sue Crockford Gallery,  
Auckland, NZ  
Now, See, Hear!: Art, language and translation,  
Wellington City Art Gallery, Wellington, NZ

1987

When Art Hits the Headlines, Shed 11, National Art  
Gallery, Wellington, NZ  
The Pop Decade: The Bianchini Gallery in the Sixties,  
Lyman Allyn Museum, New London, Connecticut, US

1986

Auckland/Halifax Exchange, Eye Level Gallery, Halifax,  
UK; Artspace, Auckland, NZ

1982

Vision in Disbelief, The 4th Biennale of Sydney, Sydney, AU

1981

Alternatives in Retrospect, New Museum, New York, US

1979

Sculpture from the Permanent Collection: Edward Kienholz, Billy Apple and Jack Dollhausen, Boise Art Museum, Idaho, US  
Group Show, Fashion Moda, New York, US

1975

Martha Jackson West, New York, US

1972

Neon, Lijnbaancentrum, Rotterdam Arts Foundation, Rotterdam, NL  
Billy Apple, Maintenance Situation, 1972, Drawer no.15 in The Museum of Drawers by Herbert Distel, Kunsthhaus Zurich, CH

1971

Distribution, Museum Avant-Guarde, Davis, California, US

1970

3 [Towards Infinity]: New Multiple Art, Whitechapel Art Gallery, London, UK  
Propositions for Unrealised Projects, Howard Wise Gallery, New York, US

1969

Superlimited, Jewish Museum, New York, US

1968

Acquisitions, Albright-Knox Art Gallery, Buffalo, US

1967

Museum of Merchandise, Arts Council of Philadelphia, Philadelphia Focus on Light, New Jersey State Museum, Trenton, New Jersey, US

1966

Fifth Exhibition, Walker Art Center, Minneapolis, US  
Light Exhibition, Institute of Contemporary Art, Boston, US  
Light in Art, Contemporary Arts Museum, Houston, US  
Electric Art, Ileana Sonnabend Gallery, Paris, FR  
Kunstlichtkunst, Stedelijk van Abbemuseum, Eindhoven, NL

1965

Current Art, Institute of Contemporary Art, Philadelphia, US  
65 Self Portraits, Visual Arts Gallery, New York, US  
The Arena of Love, not after 1965, Dwan Gallery, Los

Angeles, California, US

Art Turned On, Institute of Contemporary Art, Boston, US

1964

Anti-Sensitivity Painting, Midwest Colleges Travelling Exhibition, Chicago, US  
Yankee Doodles Under \$300, Bianchini Gallery, New York, US  
The American Supermarket, Bianchini Gallery, New York, US  
Group show, Pace Gallery, New York, US

1963

Gallery One: Ten Years, Gallery One, London, UK

1963

Pop Art (as Barrie Bates), Midland Group Gallery, Nottingham, UK

1962

Nuts and Bolts! (as Barrie Bates), Allan Stone Galleries, New York, US  
The London Group (as Barrie Bates), RBA Galleries, London, UK

1960

Young Contemporaries (as Barrie Bates), RBA Galleries, London, UK

#### COLLECTIONS

Auckland Art Gallery, Auckland, NZ  
Christchurch Art Gallery, Christchurch, NZ  
Detroit Institute of Arts, Detroit, US  
Museum of New Zealand Te Papa Tongarewa, Wellington, NZ  
Museum Voorlinden, Wassenaar, NL  
National Gallery of Australia, Canberra, AU  
Scottish National Gallery of Modern Art, Edinburgh, SC  
Solomon R. Guggenheim Museum, New York, US  
Stedelijk Museum voor Actuele Kunst, Ghent, BE  
The Chrysler Museum of Art, Norfolk, Virginia, US  
The Cornig Museum of Glass, New York, US  
Tate Britain, London, UK  
The Philadelphia Museum of Art, US  
University of Auckland, Auckland, NZ