

STARKWHITE

Billy Apple

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

Else 1961 – 2018,
The Mayor Gallery, London, UK

Billy Apple®: Six Decades 1962-2018,
Rossi & Rossi, Hong Kong, HK

Selected Solo Exhibitions

2024

Progressives and Other Self-Portraits,
STARKWHITE, Auckland, NZ

From the Billy Apple Collection,
Hamish McKay, Wellington, NZ

Mutterzunge: Seeing and Hearing,
Apartment Project, Berlin, DE

2023

Divine Proportion,
STARKWHITE, Auckland, NZ

The Politics of Space,
The Suter Art Gallery, Nelson, NZ

2022

Billy Apple®: Trademark Registration,
Te Tuhi Billboards, Pakuranga, NZ

Billy Apple: Rainbows 1965,
The Mayor Gallery, London, UK

2017

New York Rainbows,
Bergman Gallery, Raratonga, CK

Billy Apple: Further Alterations,
Govett-Brewster Art Gallery, New Plymouth, NZ

2021

Billy Apple®: N=1, an art/science project
with Dr Justin O'Sullivan,
Queenstown Research Week, Queenstown, NZ

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

Brown Room Subtraction,
Mokopōpaki, Auckland, NZ

2020

Billy Apple®: A Brand Looking for a Product
1962-2020,
MTG Hawkes Bay, Napier, NZ

Billy Apple®: Art Transactions,
STARKWHITE, Auckland, NZ

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

2016

Presidential Suite,
Hamish McKay, Precinct 35, Wellington, NZ

2019

Brand New,
Brett McDowell Gallery, Dunedin, NZ

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

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

Billy Apple in Raratonga,
Bergman Gallery, Raratonga, CK

Cell Culture,
The Suter Art Gallery, Nelson, NZ

Basic Needs by Billy Apple®, Mutterzunge:
Afterword, Copyright, Berlin, DE

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

2018

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

Billy Apple®The Artist Has to Live Like Everybody

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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, NZ

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 2013, HK

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:
Waipapa 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, the Netherlands*, NL

Billy Apple: New York 1969–1973,
Adam Art Gallery Te Pataka Toi, Victoria University
of Wellington, NZ

2007

The Art Circuit; A sound performance featuring
motorcycles 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

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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,

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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

40°, 3 Mercer Street,

30 October, 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 Solomon, 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),

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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
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 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 Manhattan, US

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, US

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,

STARKWHITE

Live Stills, Gallery One, London, UK

Motion Picture Meets the Apple,
Institute of Contemporary Arts, London, UK

Selected Group Exhibitions

2024

We've Seen It All Before,
STARKWHITE, Auckland, NZ

Lime and Limpid Green, a Second Scene (part 2),
1301SW Sydney, Australia

2023

Threshold of Things,
1301SW, Melbourne, AU

2022

Repetitions,
The Mayor Gallery, London, UK

2021

Three Colours,
The Mayor Gallery, London, UK

2020

International Pop,
The Mayor Gallery, London, UK

2019-20

Black White,
Hamish McKay Gallery, Wellington, NZ

2018

Billy's Apple,
Dowse Art Museum, Lower Hutt, NZ

Unsold,
Hamish McKay Gallery, Wellington, NZ

From the Billy Apple Collection: Billy Apple, John
Baldessari, David Hockney, Andy Warhol,
Hamish McKay Gallery, Wellington, NZ

2017

Back to Front,
Hamish McKay, 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, Auckland, 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
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,

STARKWHITE

Monash University Museum of Art, AU

Blue Times,
Kunsthalle Wien, Vienna, CH

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, NL

Gold,
Belvedere Palace Museum, Vienna, AT

2011

For Love Not Money, curated by Simon Rees,
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 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

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, HK

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, NZ

Território Livre (Free Territory),
XXVI Bienal de 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, England All American,
Boise Art Museum, Idaho, US

Money For Nothing, curated by Tobias Berger,
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; Tate Liverpool, Liverpool, UK

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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, touring, 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/v/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, AU

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, curated by Robert Leonard, 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; Artspace, Auckland, NZ

1982

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

1981

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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, Kunsthau 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,

1967

Museum of Merchandise, Arts Council of
Philadelphia, Philadelphia, US

Focus on Light, New Jersey State Museum,
Trenton, New Jersey, US

1966

Fifth Exhibition,
Walker Art Center, Minneapolis, Minnesota , US

Light Exhibition,
Institute of Contemporary Art, Boston, US

Light in Art, Contemporary Arts Museum,
Houston, Texas, 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

Barrie Bates; 1963
Pop Art, Midland Group Gallery, Nottingham, UK

1962

Nuts and Bolts!,
Allan Stone Galleries, New York, US

The London Group,
RBA Galleries, London, UK

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1960

Young Contemporaries,
RBA Galleries, London, UK

Museum of New Zealand Te Papa Tongarewa, NZ

The Chrysler Museum of Art, Norfolk, Virginia, US

The Corning Museum of Glass, New York, US

Selected Publications

2015

Billy Apple® A life in Parts, written by Christina
Barton, Auckland Art Gallery, NZ

Sold on Apple: The Complete Wystan Curnow
Writings, Auckland Art Gallery, NZ

2013

Billy Apple® New York 1970 – 1975, introduction
by Christina Barton, The Mayor Gallery,
London, UK

2010

Billy Apple® British and American Works 1960 –
1969, introduction by Christina Barton, The Mayor
Gallery, London, UK

2009

Billy Apple® Source Book #7, Essays by Michelle
Menzies, Bénédicte Ramade, William Wood,
Witt de With Center for Contemporary Art,
Rotterdam, NL

2004

Billy Apple: Tales of Gold, text by Wystan Curnow,
ArtSpace, Auckland, NZ

Collections

The Philadelphia Museum of Art, US

Tate Britain, London, UK

Scottish National Gallery of Modern Art, UK

Solomon R. Guggenheim Museum, New York, US

Detroit Institute of Arts, Detroit, US

National Gallery of Australia, AU