

● **FROM "0.10" TO "STORE"**

CHAPTER 3

"0.10": The Last Futurist Exhibition

Malevich's Second Curatorial Project

The "0.10" exhibition, as has already been said, is considered one of the ten most important exhibitions of the twentieth century and has been the subject of close analysis on several occasions.¹

Let us look first at the title, with its unusual form of a fraction: "The Last Futurist Exhibition of Paintings 0.10 (Zero-Ten)." The literature rigorously repeats the interpretation of authoritative art scholar Ye. F. Kovtun, who was guided by Malevich's letter to Matiushin ("We are venturing to put out a magazine and are starting to discuss how and what, and in view of the fact that in it we intend to reduce everything to zero, we have decided to call it that, 'Zero,' and then afterward we will move beyond zero," May 1915)² and by the words on the "0.10" poster (December 1915) proclaiming that participating in the exhibition were the exhibitors of "Tramway V"—of whom there were ten. Bringing together