



австрийский культурный форум ^{moscow}



THE ARTISTIC INVENTION OF THE SELF AND THE PURE JOY OF LIFE AND LOVE

Joint Project by:
Moscow Museum of Modern Art
ZARYA Center of Contemporary Art, Vladivostok
The Austrian Cultural Form in Moscow

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The Artistic Invention of the Self and the Pure Joy of Life and Love is the latest project of the Austrian Cultural Forum in Moscow. The exhibition is devoted to two themes: joy from life and love, which are the basis of the work of the more than 20 well-known artists from Russia, Germany, Italy, France, Austria, and Ukraine whose work is being shown at the exhibition.

The exhibition will open during summer in Moscow at the **legendary House on the Embankment**, in a plain, common apartment (address: 2 Serafimovich Street, 2nd Entrance, Code 33, 6th Floor, Apartment 33) and will continue for several days and then move to Vladivostok in winter, where it will be open to visitors at the **Zarya Center of Contemporary Art** (address: 155 100th Anniversary of Vladivostok Prospekt, Shop 2, Entry 10, 2nd Floor).

Press viewing and visit with curator: **June 24**, viewings at 15:00, 16:00, 17:00

Private viewing: **June 24**, 18:00 – 23:00

Tours: **June 25**, 15:00; 18:00

The exhibition will then be open for visitors **July 2 – 6**, 14:00 – 20:00

Opening in Vladivostok: **January 15, 2015, 19:00**

Duration of exhibition: **January 16 – February 28, 2015**

Project idea: Love for life and the desire to arrange and live one's life according to one's principles is rooted deeply within mankind, borne of our discovery and invention of ourselves. The way this subject is approached is just as diverse as the artists participating in the project: free or pained expressions from various perspectives, soft or roaring, as an artistic conception of life; or a documentation, ironic or profoundly probing, hailing from times long past or derived from the current realities surrounding us.

Simon Mraz, Director of the Austrian Cultural Forum in Moscow: *“Passion for life and for love, the need to discover and invent ourselves according to our inner essence – these are all drivers of*

human growth, and without them our soul would suffocate. Just as our nature is multi-faceted and complex, so is the artistic treatment of the subject.

It is always an appropriate time to have a conversation on love and joy. And we want to have this conversation through the prism of art in all its variety.

We're not talking about propaganda or scandals, but free expression and lively discussion of a subject that affects each of us in its own way. The topic is quite intimate, like the atmosphere in my house.

Love is infinite. In what other country can we come into such close contact with the infinite as we can in unending, vast Russia, from Moscow to Vladivostok?"

A total of more than 20 artists took part in the project: Veronika Allmayer-Beck (Milan), Daniel Bachler and Teresa Marenzi (Berlin), EVA & ADELE (Berlin), Sasha Galkina (Moscow), GELITIN (Austria), G.R.A.M. (Graz), Alina Gutkina (Moscow), Valeria Nibiru (Saint Petersburg), Anna Shiller and Fyodor Ivanov (Saint Petersburg), Nikita Shokhov, Darya Marchik, Hanna Putz (Vienna/London), Fiona Rukschcio (Vienna), David Ter-Oganyan (Moscow), Raphaël Thierry (Paris), Sveta Shuvaeva (Moscow), Igor Chursin (Kyiv), and an artistic collective from the University of Art and Design in Linz (Oliver Naimer, Andreas Tanzer, Jonas Fliedl, and Daniel Rappitsch with professors Georg Ritter and Ursula Huebner)

Each of the exhibitors perceives joy and life in their own way:

EVA & ADELE are discovery and invention of the self, they are adherents of love, openness, and variety. They are alighting, straight from the future along with their work "FUTURING," on a window sill with a view of the Kremlin.

Photographer and performance artist **Darya Marchik** is the very embodiment of alternative art in the literal sense. She has devoted all of her artistic life to the exhibition's theme.

GELITIN – after a week's performance and a far from modest number of impressions of the megapolis of Moscow, the group will dedicate their work especially to our exhibition project.

The Kyiv artist **Igor Chursin** will present the photo collage "Nerds-Perverts". Chursin takes material for his work from digital streams of images on the internet, while the Muscovite photographer and winner of the 2014 World Press Foto **Nikita Shokhov** uses Moscow's infinite number of clubs as inspiration for his largely unpublished series on Moscow nightlife.

Balls represent the other side of nightlife, no less a vivid expression of the joy of life, especially in Vienna. The duet of photographers **G.R.A.M.** decided to recreate the ballroom scene from the famous film Doctor Zhivago in the residence of the Austrian Embassy in Moscow for the project. It is thought that the scene from Boris Pasternak's novel in fact took place in this very building. It is here that the famous scene from Omar Sharif's film was staged with employees of the embassy.

To imprint the joy of life not in a ball, but on the streets of Moscow, we invited the Berlin-based duo of photographers **Daniel Bachler and Teresa Marenzi**, along with **Hanna Putz**, a photographer working in London and Vienna. Airborne Forces Day is celebrated on the streets and squares of almost every Russian city each year. And here we also find a lust for life, a search for the self, and, possibly, a longing for love. This was all used as material for **Anna Shiller's** video, which she will show along with a documentary of another performance together with **Fyodor Ivanov**.

Another social group became the subject of **Alina Gutkina's** artistic imagination, placing her focus on members of the Muscovite youth culture.

The collages and videos created by **Fiona Rukschcio** for the exhibition are not intended to create documentation, but rather an introspection; her work is something personal, intimate, philosophical.

Joy of life and invention of the self are the subject of the work of a **group of artists from the University of Art and Design in Linz**, which will adorn the façade of a building on Lenin Prospekt in Magnitogorsk: art should bring joy to life..

Veronika Allmayer-Beck is from a completely different milieu – the capital of fashion, Milan, where she worked for many years as a designer for Carol Christian Poell and Giorgio Armani – in a world where the desire to invent oneself manifests from a completely different direction. Her sculpture plays on the contradiction in searching for sense in life and religiosity and the ways of a consumption-based society.

Graffiti quotes from ancient Pompei will be placed here and there on the walls. The manifestation and anticipation of the free secular world, or the embodiment of declining morals on the edge of the precipice? When looking at these scrawlings we can't help but think of the Pompeian remains of the victims snatched from life by the lava flows. Images, emerging from below, flow together in a simultaneous passion for life and death, prompting us to search for their link with the present. This text, which can be found throughout the ancient city, makes some blush, some to grin, and some to marvel. For some Pompei is a precursor to modern life, while for others it was a place of sinners and decadence, consumed by hell fire.

The insightful works of the artists **David Ter-Oganyan, Alexandra Galkina, Svetlana Shuvaeva and Raphaël Thierry** will also form an important part of the exhibition.

The publication for the exhibition will be published in fall 2014.

Project Idea and Concept: Simon Mraz (Austrian Cultural Forum in Moscow)

Project managers: Isabella Gaisbauer, Alisa Shangina (Austrian Cultural Forum in Moscow), Maria Kalinina (Moscow Museum of Modern Art), Alisa Bagdonaite (ZARY Center of Contemporary Art), and Antoinette Liebe-Kreutzer (volunteer)

Additional information, approval for exhibition, interviews:

Marta Ageeva (ArtManagement): +7 903 143 75 40; martavesna@gmail.com
Isabella Gaisbauer (Austrian Cultural Forum in Moscow): +7 495 780 60 66 - 79;
isabella.gaisbauer@bmeia.gv.at

DOWNLOAD PRESS PHOTOS: www.akfmo.org/en/press/



Courtesy: Eva & Adele



Courtesy: Nikita Shokov



Courtesy: Daria Marchik



Courtesy: Alina Gutkina

www.mmoma.ru www.zaryavladvostok.ru www.akfmo.org



Courtesy: Alexandra Galkina

Note: this exhibition is an art project and is in no way related to any propaganda, but features works of art without any limitations or restrictions. We strongly advise that this exhibition is not intended for children under 18 years old in accordance with Russian Federation standards. We ask that persons considering attending the exhibition, who are sensitive or easily offended about their religious beliefs, bear in mind that various perspectives on life and unrestricted artistic self-expression will be presented at the exhibition.

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