

PRESS INFORMATION**Die Welt als Kulisse (The World as a Backdrop)**

with Emanuel Danesch / David Rych, Judith Fegerl, Christoph Hinterhuber, Siggie Hofer, Sonia Leimer, Werner Reiterer, Gregor Sailer, Sofie Thorsen, Jun Yang

11 December 2010 – 6 February 2011

Opening: 10 December 2010, 7 pm

Speakers at the opening

LR Dr. Beate Palfrader, Member of the Tyrolean Regional Government Responsible for Education and Culture

Dr. Beate Ermacora, Director, Galerie im Taxispalais

Mag. Christina Nägele, Curator, Galerie im Taxispalais

Afterwards

Christoph Hinterhuber DJ

Thematically and spatially, the exhibition *The World as a Backdrop* traces the positions of nine different artists living in Austria and so investigates the increasingly staged, emblematic quality of our real environment.

As a result of mass media such as mobile telephones, Internet or advertising displays, we perceive the reality around us more and more as a space defined by the media; as an experiential and artistic sphere designed and developed for *cultural performances* like sporting and cultural events, tourism or the evolution of social identities. Landscape and architecture are interpreted as signs and – supplemented by factors such as language, music or social interaction – used as the basis for the generation of identity. Landscape and the city become a theme park capable of being transferred into different contexts and always appearing authentic, since it is a mixture of shifted or manipulated reality and invention from the outset. The subject him- or herself becomes an actor on the stage of everyday life.

Employing different media like sculpture, spatial and light installation, video, photography and interactive works, the artists participating in this exhibition examine those mechanisms and visibility fields which turn the world into a backdrop for everyday productions and performances. The works, some of which have been conceived specifically for the venue, pursue various wide-ranging emphases such as the debate with illusionary cinematic techniques, investigation into optical or acoustic perceptual patterns, and the examination and acquisition of cultural design procedures that adopt media processes such as montage, symbolisation and shifts in meaning.

Emanuel Danesch (*1976 in Innsbruck, lives in Vienna) and **David Rych** (*1975 in Innsbruck, lives in Berlin) use the filmic medium to investigate the transfer of cultural identity and conservation of culture in the form of stereotypes and reminiscences, specifically examining the dislocation of the “Tyrolean” and its metamorphosis into “museum material” among descendants of Tyrolean emigrants in Brazil.

The concept of home and the construction of alpine identity is also a key theme in the work of **Siggie Hofer** (*1970 in Bruneck, lives in Vienna). The nature of the backdrop is employed as a formal principle in his work, revealing how the “alpine style” regarded as traditional is idealised in the contradictory character of a landscape overdeveloped with industry and detached family houses.

Jun Yang (*1975 in Qingtian, lives in Vienna and Taipei) deals in his work with both the loss of time and context in disneyfied urban landscapes and the authenticity of images. He does this by investigating the discrepancy between idealised tourist images and aspects of longing, and their fulfilment or even simulation in reality.

By contrast, **Christoph Hinterhuber** (*1969 in Innsbruck, where he also lives) enquires as to the emblematic quality of writing and the scenographic set-ups of a party and club culture based on labelling and mechanisms of exclusion.

Gregor Sailer (*1980 in Schwaz, where he also lives) reveals the contradictions or the symbiosis of artificiality and naturalness in mountain landscapes by examining the infrastructure of alpine tourism and investigating the aesthetics of tourist image production.

The reproduction of landscape in film and, the other way around, the panorama-like perception of landscape are the subjects of investigation in the work of **Sofie Thorsen** (*1971 in Århus, lives in Vienna). Emphasis is placed on the examination of achromatic vision, or rather the reproducibility of perception.

Sonia Leimer (*1977 in Meran, lives in Vienna) is concerned with mechanisms employed to create illusions and with the backdrop-like quality of architecture and landscape. The key theme in her latest work is the global, but also regional linking-up of business and research, as well as a longing for places elsewhere; this is achieved by simulating a Martian landscape within an alpine backdrop.

This leads us to the work of **Judith Fegerl** (*1977 in Vienna, lives in Vienna and Berlin), who examines the materially, technologically and architecturally conceived "body" of museum space and discloses what lies behind this; the infrastructure of the White Cube.

Werner Reiterer (*1964 in Graz, lives in Vienna) enquires as to our expectations of art by sounding out the borderline between active and passive viewing and making the observer into an active protagonist. He also transfers part of the exhibition into the city; display announcements arranged at intervals play with our desire to be a part of things.

Artist talks

Wed, 15/12/10, 7 pm Emanuel Danesch / David Rych & Siggi Hofer in conversation with Dr. Beate Ermacora

Fri, 14/1/11, 7 pm Judith Fegerl & Christoph Hinterhuber in conversation with Dr. Jürgen Tabor

Wed, 19/1/11, 7 pm Sofie Thorsen & Werner Reiterer in conversation with Mag. Julia Brennacher

Wed, 2/2/11, 7 pm Sonia Leimer & Gregor Sailer in conversation with Mag. Christina Nägele

Catalogue Presentation

Wed, 2/2/11, 7.30 pm

An exhibition catalogue will be published, including illustrations and essay contributions by Julia Brennacher, Beate Ermacora, Christina Nägele and Jürgen Tabor.