

meet art

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VIENNA ART WEEK 2009

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VIENNA ART WEEK 2009

# Guided Off-Space Tour



**... full of lies! eSeL's Tall-Tale Tour of the 2nd Viennese district\***  
Saturday, November 21, 2009  
2:00–5:00 p.m.

Come and take a walk of Vienna's 2nd district with artist/curator/performer and circus animal tamer eSeL (Lorenz Seidler). Rummage through all sorts of creative niches on glittering boulevards and in dreamy side streets. Visit artists, gallerists, and artist-gallerists in their stately mansions in the Leopoldstadt district. Have champagne and caviar (or perhaps rather Liptauer cheese and pretzel sticks) and learn »on location« rumors and secrets about art in those spaces where the public is still spelt with a capital P. But beware – whatever you will be hearing on this tour is nothing but lies! eSeL takes up and adapts habitual rhetorical figures from art discourse so as to afford an amusing (and informative) »tall-tale tour« of the everyday art life on the other side of the Donaukanal. An art-education course in the minefield of art and market, calling and career, location and marketing. Walk, together with your hosts, the thin line between truth and lie. And decide on site in galleries, studios, and off-spaces which lies you want to believe – and which modicum of truth you yourself want to contribute!

## 1. Kunst im öffentlichen Raum Wien:

Ingeborg Strobl  
1020 Vienna, Novaragasse 8  
(Taborstraße Subway Station)  
[www.koer.or.at](http://www.koer.or.at)

## 2. bell street project space

1020 Vienna, Glockengasse 22  
[www.bellstreet.net](http://www.bellstreet.net)

## 3. Glockengasse 9

1020 Vienna, Glockengasse 9  
[www.jochenhoeller.com](http://www.jochenhoeller.com)

## 4. Ofroom – Architecture Gallery and Expert Forum for Architecture and Building

1020 Vienna, Taborstraße 18  
[www.ofroom.at](http://www.ofroom.at)

## 5. Open Space – Center for Art Projects

1020 Vienna, Lassingleithnerplatz 2  
[www.openspace-zkp.org](http://www.openspace-zkp.org)

## 6. Galerie Winiarzyk

1020 Vienna, Praterstraße 13  
[www.winiarzyk.com](http://www.winiarzyk.com)

## 7. Projektraum Viktor Bucher

1020 Vienna, Praterstraße 13/1/2  
[www.projektraum.at](http://www.projektraum.at)

## 8. SONG SONG

1020 Vienna, Praterstraße 11–13  
[www.songsong.at](http://www.songsong.at)

## 9. Praterstraße 48

1020 Vienna, Praterstraße 48/17  
[www.praterstrasse48.at](http://www.praterstrasse48.at)

## Meeting point:

Installation by Ingeborg Strobl, Novaragasse 8,  
1020 Vienna (Taborstraße Subway Station)

## En-route meeting points:

Q202 Freie Kunst- und Kulturinitiative,  
[www.q202.at](http://www.q202.at), and c17, Czerningasse 17,  
1020 Vienna, <http://offspacecenter.com/c17>

<http://esel.at/luegt>

\* Booking required at the homepage  
[www.viennaartweek.at](http://www.viennaartweek.at).





# Viennese Off-Spaces, Alternative and Project Spaces

**What gave you the idea of opening an independent art or project space?**

**unORTnung (Andrea Maria Krenn and Veronika Barnas):** The »unORTnung« exhibition series originated, on the one hand, from the wish to find and create spaces for work and for the presentation of our own art (consciously outside the established art scene), and on the other from the passion and the interest in an artistic confrontation with these disused non-places, urban blanks.

**fluc (Martin Wagner, Joachim and Sabine Bock):**

In the beginning we – meaning Martin Moser, Joachim Bock, and Martin Wagner – worked with sound installations as an artist group named dy'na:mo, fluctuatingly, so to speak, experimenting and hosting events.

The term »fluctuated rooms« is derived from nomadic events, but also from using a large number of loudspeakers and the special moving sound thus produced – a sound system that was developed by Martin Moser. In 2001, the old fluc, a short name for the original project series on Praterstern, was opened and quickly developed into a many-voiced temporary event venue. In parallel, we already developed a concept for a follow-up project. Together with the architect Klaus Stattmann, we developed the idea of establishing the new fluc as a cultural space in an old pedestrian passageway, just a few steps from the old fluc. We have been running the new fluc since 2006 now. Together with Ursula Maria Probst and Walter Seidl, we realize art projects.

**COCO – Contemporary Concerns (Christian Kobald and Severin Dünser):** We wanted to establish an independent space for thematic group shows which would also accommodate a comprehensive parallel program. As an artist (Christian Kobald) and a curator (Severin Dünser) we now operate the place as a common project.

**Saprophyt (Barbara Kapusta and Stephan Lugbauer):** In October 2008, we had an opportunity to use a space in 29 Webgasse on a temporary basis. As we did not want to set up an off-space nor a gallery, we decided to make this room a project which grows through continual artistic interventions.

**das weisse haus (Alexandra Grausam and Elsy Lahner):** The idea resulted from an initiative of the proprietor of the house where das weisse haus was originally located in Westbahnstraße in the 7th district. He had asked us to develop and implement a concept for the house. This was when the two of us (Alexandra Grausam and Elsy Lahner) first met and started working together.

**Open Space (Gülse Bal):** The idea came about in mid-2007 with an urge to build and create interconnected routes concerned with European space as well as building a cross-border dialogue within its multilayered constituents. Open Space opened its doors with »Temporary Zones« in January 2008. The initiative led by me intends to bring diverse creative practices together as well as to create a real and virtual collaborative forum and to open spaces to encourage exchange and joint projects with the aim to explore the future, generating new ideas and implementing them in a collaborative effort to improve transnational networks as well as creating a network of networks, a zone of communicative transfer in a particular sociocultural setting.

**k48 (Oliver Hangl):** When I moved into a large streetside place with a generous and flexible floor plan in 2006, establishing a project space was the obvious choice! I had always considered it a necessity to open one's work space as an artist and to lay oneself open to discourse, even if we at the k48 exclusively present artworks and projects by others. Moreover, I found that there were hardly any places in Vienna that made a commitment outside art scenes and art-magazine hypes. The name k48 alludes to the elitist and outrageously expensive »members only« k47 keyclub high above the roofs of Vienna. We are their counterpart, so to speak, open to everybody and located in the basement! k48 sees itself as an initiative that takes a stand against the lack of free and noncommercial platforms and provides a stage, or room, to artistic experimentation and in particular to performative, temporary and interdisciplinary works. Our focus clearly is on temporary interventions that are limited to one evening. This has fairly practical reasons: on the next morning, we put up our tables again and continue working on our own projects.

**bell street project space (Marita Fraser and Alex Lawler):** The space was originally rented as art studio. We thought it would be nice to do an exhibition in. The first exhibition »CMYK« with Nicola Brunnhuber, Christoph Meier, Tove Storch and other artists was very well received, and from then on the space took on a life of its own as an exhibition space.



1 Exhibition view, das weisse Haus

2 Exhibition »Jenni Tischer: Alle eure Farben,« Saprophyt, 2009

3 Exhibition »Urban Signs – Local Strategies. 8 Positionen aktueller Kunst,« fluc, 2008

4 Sonia Leimer, »Untitled,« lettering installation, 2008

5 Markus Gradner and Stephan Uggowitzer, »Genochmal,« 2008, as part of the exhibition »unORTnung III«

Originally, the project was to last six months, but interesting projects like »VISCOSITY and CONSTRUCTION (Gesetz des gemeinsamen Schicksals),« »Shoebox« or »Sonia Leimer: The Last Museum« kept offering themselves, and so the project has continued on from there.

Also, because we were coming to Vienna from outside, we wanted to engage with other artists during the development (mostly as facilitators, I guess) of new exhibition projects and to initiate new projects with artists. Opening a project space seemed like a nice way to do this.

**Which advantages does an off-space or project space have over established institutions?**

**unORTnung (Andrea Maria Krenn and Veronika Barnas):** It is more flexible in several respects, leaving more room and freedom for experimentation and also freedom of definition. What adds to this in the case of unORTnung is that quality of the temporary which enables greater lightness and also greater possibilities of unconventional approaches and solutions. Experimentation and trial are rather in the foreground, which of course also includes a possibility of failure.

**fluc (Martin Wagner, Joachim and Sabine Bock):** Independence, flexibility, spontaneity, responsibility – all this creates scope, fun and creativity in implementing things; however, the price you have to pay is in many cases a highly precarious financial situation and enormous self-exploitation.

**COCO – Contemporary Concerns (Christian Kobald and Severin Dünser):** Promptness and flexibility.

**Saprophyt (Barbara Kapusta and Stephan Lugbauer):** This question is not easy to answer as »institution« is a fairly general notion. Compared to big museums, for example, we have the advantage of being directly in the »young scene,« taking an active part in what is going on and being connected to the process of creating contemporary contents.

**das weisse haus (Alexandra Grausam and Elsy Lahner):** Over an institution, an off-space probably has the advantage of greater flexibility to act. However, das weisse haus does not see itself as an off-space, but as an art association in order not to be treated as an »insider tip,« but to reach broad international attention in the interest of the artists exhibiting here. Aside from a permanent exhibition room, our program also includes the concept of »satellites«: these are vacant spaces or outdoor areas which are temporarily made available to artists to negotiate given conditions there. These different spatial situations make it possible to explore the full variety of art positions in a flexible and comprehensive way.

**Open Space (Gülse Bal):** As Charles Esche puts it: »Of course, the artists, the public institutions and the self-made artist's spaces that produce and promote art are all necessarily located within the economic hegemony of capitalism. They are always already compromised but that compromised position is potentially their very advantage.

They stand in an »engaged autonomous« relationship to capitalism, as much as to political opposition or movements for social change – complicit but fenced off, in ways that define both art's irrelevance and also its possibility to become ... »tools« for thinking and relating.«

**k48 (Oliver Hangl):** Absolute independence, total subjectivity, maximum flexibility in planning and, eventually, also realization.

**bell street project space (Marita Fraser and Alex Lawler):** bell street project space is an artist-run project which presents emerging local and international artists. The space has some unusual spatial concerns, and many of the shows we have presented tend to work with the space in some way. bell street has welcomed projects that transform or embrace the space as a physical environment producing a diverse range of possibilities for creating a dialogue between artist, art object, and viewer. Many of the artists that have been involved with bell street work with a formalistic approach to art, in which an artist relates to the world through a continued dialogue with specific or varied notions of materiality and/or formal and conceptual concerns. However, the space does not have a fixed idea about what can be presented there, and we tend to respond to things as they happen.