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PLAMEN DEJANOFF

plamen. literatur kunst leben

21er Haus

30 October to 29 November 2015



Plamen Dejanoff

plamen (Original Cover 1960ies), 2014

ca. 24.5 x 16.5 cm

Courtesy Galerie Emanuel Layr, Vienna, Nicola von Senger, Zurich, Photo: © Plamen Dejanoff



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Following Plamen Dejanoff's exhibition *Foundation Requirements*, the Czechoslovakian literature magazine *plamen* (Eng.: flame) with the subtitle *literatura umění život* (Literature Art Life), which Dejanoff repeatedly appropriates artistically, takes center stage of this only minimally expanded second exhibition by Plamen Dejanoff. The name of the periodical, which was published in Prague in the 1960s, is stylized in a reverse branding process into Dejanoff's own artistic trademark: the artist translates the significant graphic design of select magazine covers into auratic wall objects in bronze. The appropriation reaches its climax with a new issue of *plamen*, which is presented in the exhibition alongside historical editions and is also a stand-alone work, which functions as a catalog of the exhibition, including contributions by Jennifer Allen, Joanna Fiduccia, Jörg Heiser among others. The pages of text and images in the publication are supplemented by advertisements and are hence comparable to modern-day art magazines as well as Dejanoff's frequent combining of characteristics from commerce and the art industry. The idea behind the magazine and the associated encounter between several agents' content forms a direct connection to the early "*platform*" works by the artist (together with his then partner, Svetlana Heger), which emerged at the end of the 1990s with the involvement of third parties and presented various configurations of objects on pedestal-like plates (see the exhibition *Flirting with Strangers*, ground floor). By thematically reshuffling the original magazine, a confrontation simultaneously arises between the artistic strategy of appropriation and the historical context of repressive cultural conditions of production in the former Eastern bloc.

By overlapping, the two groups of works — *plamen. literatur kunst leben* and *Foundation Requirements* — convey a multipolar oeuvre, which oscillates between socially engaged Conceptual Art, Appropriation Art, and Pop Art.

Images in high resolution are available for download at:
www.21erhaus.at/press (login: pr2015)



ARTIST'S BIOGRAPHY

Plamen Dejanoff

Plamen Dejanoff was born in Sofia, Bulgaria, in 1970 and lives and works in Vienna. From 1993 to 1998, he studied at the Academy of Applied Arts Vienna under Michelangelo Pistoletto. Between 1996 and 2000, Plamen Dejanoff collaborated artistically with Svetlana Heger (then under the surname Dejanov). Solo exhibitions during his independent career took place at the Ursula Blickle Foundation, Kraichtal, DE (2014), at the FRAC Champagne-Ardenne, Reims, FR (2012), at the MAMBO Museo d'Arte Moderna di Bologna, Bologna, IT (2012), at the Kunstverein in Hamburg, Hamburg, DE (2011), at the MUMOK Museum moderner Kunst Stiftung Ludwig Wien, Vienna (2006), and at the Palais de Tokyo, Paris, FR (2002), among others. Some of the institutions in which group exhibitions with works by Plamen Dejanoff were shown are: Kunsthalle Wien, Vienna (2014), Moderna Museet, Stockholm, SE (2012), ZKM | Center for Art and Media, Karlsruhe, DE (2011), Witte de With, Center for Contemporary Art, Rotterdam, NL (2009), Kunsthalle zu Kiel, Kiel, DE (2007). Furthermore, Plamen Dejanoff participated in the 6th Shanghai Biennale (2006), the 1st Prague Biennale (2003), and the 2nd Berlin Biennale (2001).



GENERAL INFORMATION

Exhibition title	PLAMEN DEJANOFF plamen. literatur kunst leben
Exhibition Duration	30 October to 29 November 2015
Venue	21er Haus
Artist	Plamen Dejanoff
Curator	Maximilian Geymüller
Catalogue	A new edition of the magazine "plamen" will be presented at the exhibition opening on 29 October, acting as the exhibition catalogue. More information will be available under www.21erhaus.at/en from 29 October.
Contact	21er Haus, Schweizergarten Arsenalstraße 1, 1030 Vienna T +43 (01) 795 57-0
Opening Hours	Wednesday and Thursday 11 am to 9 pm Friday to Sunday 11 am to 6 pm Open on holidays
Regular Tickets	€ 7 (21er Haus) € 21 (21er Haus yearly ticket)
Public Relations	21er Haus Public Relations T +43 1 795 57-185 M press@21erhaus.at Image material can be downloaded for media coverage free of charge at www.21erhaus.at/press . (password: pr2015)