

**Loretta Fahrenholz**

***Trash The Musical***

April 26 - July 29, 2023

**Opening:** Tuesday, April 25, 6 - 10 pm

**Premiere of the film *Trash The Musical* (2023):** 6:30 pm

**Press preview:** Tuesday, April 25, 11 am

Fluentum is pleased to present *Trash The Musical*, a solo exhibition by Loretta Fahrenholz and the last installment in the exhibition series *In Medias Res: Media, (Still) Moving*. *Trash The Musical* marks the most comprehensive exhibition of Fahrenholz's work in Berlin to date.

The 37-minute film *Trash The Musical* (2023), from which the exhibition also takes its name, emerged over the last two years in collaboration with performance artist Alicia McDaid. From Los Angeles, McDaid travels back to Philadelphia, her former hometown, to empty out her uncle's house. During the months needed to get the chaos under control, the rooms become her stage for performing musical numbers and bizarre self-presentations to post on her online platforms. Surrounded by her uncle's belongings piled up around her, she slips into the roles of celebrities and movie characters and engages her followers with makeup tutorials, TikTok dances, and social criticism. Assembled into a wild post-cinematic collage by Fahrenholz, McDaid's performances are a radical exploration of personal anxieties and questions of aging, unfulfilled dreams, ghosting, and the difference between art and trash.

The works *Once Upon a Time in Enemy-Occupied France* (2023) and *i need to make mistakes just to learn who i am* (2023) are a continuation of Fahrenholz's interest in the processes of digital imagery. *Once Upon a Time in Enemy-Occupied France* is a series of 30 AI-generated photographs retelling the five chapters of Quentin Tarantino's Hollywood blockbuster *Inglourious Basterds* (2009). In his films, Tarantino frequently draws on the sci-fi subgenre of alternate history. Thus, when Hitler and his SS entourage are consumed by flames in a French movie theater, Tarantino is thereby staging a speculative revision of Nazi history. Today, Fluentum occupies a building that initially served as the administrative headquarters of the *Reichsluftwaffe* during National Socialism and in 2008 as a location for the film. Now, fourteen years after Tarantino's revenge fantasy, Fahrenholz brings the plot back to that location. By now, the instability of images and their narratives is no longer mere sleight of hand, it is our everyday mediated reality.

On the exhibition's upper floor, mushroom-shaped lamps and wood carvings from German living rooms of various generations sprout from the floor. The digital prints displayed on the walls depict people from different decades picnicking together in the woods. Fed with our shared historical archives, the motifs these algorithms generate point back to the concrete places and times in our shared historical archives and yet as composites flicker from somewhere on the border between the painterly and the real. Image AI visualizes machine learning that is upcycled to create new products and its own kind of alternate history—so far with varying degrees of success. What the future has in store remains to be seen. Just as Britney Spears sings in *Overprotected*, "I need to make mistakes, just to learn who I am."

*Trash The Musical* by Loretta Fahrenholz is the third and final exhibition to take place as part of the program series *In Medias Res: Media, (Still) Moving* (2021-2023). Comprising newly commissioned works, group and solo exhibitions, and a series of publications, *In Medias Res: Media, (Still) Moving* highlights the methods and processes of remembering and storytelling within moving images. The starting point for this investigation is provided by the historic, political, and discursive levels of the building where Fluentum now operates.

The exhibition series is curated by Dennis Brzek and Junia Thiede. An accompanying catalog will be published by Verlag der Buchhandlung Walther König in the summer of 2023, with contributions by Felix Bernstein and Magnus Schaefer.

## **Press Preview**

Tuesday, April 25, at 11 am

Please confirm your participation at [press@fluentum.org](mailto:press@fluentum.org)

## **Press Material**

<https://share.fluentum.org/s/TJ9sdFLnPtMwmp7>

## **Opening**

Tuesday, April 25, 2023, 6–10 pm

## **Duration**

April 26 – July 29, 2023

## General Information

### Opening Hours

**Special opening hours on the occasion of Gallery Weekend Berlin 2023**

Wednesday to Sunday, 11 am – 6 pm

**Regular Opening Hours** (starting May 5, 2023):

Friday, 11 am – 5 pm

Saturday, 11 am – 4 pm

### Admission

Free Entry

### About Fluentum

Fluentum is a nonprofit, privately run institution dedicated to exhibiting, producing, and collecting contemporary art, with a special focus on time-based media such as film and video. An initiative of Berlin-based entrepreneur and collector Markus Hannebauer, Fluentum opened its exhibition space in a former military complex in Berlin in 2019. Fluentum's exhibition space is located in the imposing main building of a former military facility. Constructed between 1936 and 1938 during the era of National Socialism by architect Fritz Fuß as "Luftgaukommando III," the building served a key infrastructural role for the German Luftwaffe. After World War II, US forces utilized the building as their military and intelligence headquarters until the last GI departed in 1994.

### Accessibility

Fluentum's ground floor exhibition space is wheelchair accessible. To access the 1st floor, there is an elevator that is only partially wheelchair accessible. Parking for people with disabilities is available. If you need any assistance, our on-site staff is happy to help.

### Social Media

Instagram: @fluentumcollection

#fluentum #lorettafahrenheit #trashthemusical #aliciamcdaid #mcdazzler #inmediasres

### Media Partner

**BERLINLINK**

# FLUENTUM

CONTEMPORARY  
TIME-BASED  
ART

## **Contact Fluentum**

Junia Thiede

Artistic Director

[info@fluentum.org](mailto:info@fluentum.org)

+49 (0) 30 2864 4479

Clayallee 174

14195 Berlin

[www.fluentum.org](http://www.fluentum.org)

## **Press contact**

Corinna Wolfien

Books Communication Art

+49 (0) 175 5676046

[press@fluentum.org](mailto:press@fluentum.org)

[mail@corinnawolfien.com](mailto:mail@corinnawolfien.com)