

Diana*

World of Interiors

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23.05 - 20.07.2024

What is ownership if not the accumulation of things that seduce us? A series of benefits and rights. Through a constant tension between attraction and consumption, we come to define ourselves and communicate our identities, our styles and taste to others. We take responsibility for the subtle activation of inner contradictions and awkwardness, the renewed reliance on familiar registers and seemingly perfect solutions. In line with capitalist ideology, our verbum is to desire. They say the only way out is in but somehow there is no way out. And yet through reappropriation, repetition and decontextualization from a situation in which nothing can happen, suddenly anything is possible again.