

The exhibition is a look at the distance between commercial work and experimental conventions and how a host of issues such as duration, repetition, the division of labor and gender are managed in this dichotomy, how they cross over into each other and can create a comfortable or uncomfortable schizophrenia.

Will Benedict is an artist living in Vienna. Recent exhibitions include *Bonjour Tourist*, Gio Marconi, Milan (2012) and *Bread and Butt* (with Julie Verhoeven), Galerie Meyer Kainer, Vienna (2012). Since 2008 he has run the exhibition space Pro Choice with Lucie Stahl.

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