

## IT'S MY HAIR AND I CAN DO WHAT I WANT WITH IT

OPENING FRIDAY, 28 FEBRUARY 2014, 6PM

1 MARCH – 19 APRIL 2014

TUE - SAT, 11AM – 6PM

WITH LISA HOLZER, LIZ MAGIC LASER, RENZO MARTENS, PILVI TAKALA, BRITTA THIE AND JORDAN WOLFSON  
CURATED TOGETHER WITH KIRSA GEISER

„It's my hair and I can do what I want with it" is a quote from "Preliminary Materials for a Theory of the Young-Girl", a book by the philosophical collective TIQQUN. It defines the ideal addressee of capitalist production: the Young-Girl. As the term suggests, the ideal addressee is defined by age more than gender. Young-Girls are the youth, and more generally, people looking for something to hold on to. This makes them the ideal victims of capitalist production.

Today's systems determine our lives and actions in a way that often is unrecognizable and seems natural. In this exhibition we are showing five videos and works on paper, which are concerned with the role of the artists and their identity, the roles assigned to the respective artists and how they work to their advantage or limit their practice. Thus, the works demonstrate a diversity of the above-mentioned systems.

Jordan Wolfson was born in New York in 1980 and presents his work "The Crisis" (2004). In the video, the artist conducts a monolog inside a gothic cathedral. Striding through the cathedral he reflects on art history, its meaning, contemporary art and its potential position in The System. The church music playing in the background dramatically heightens the desperation in his speech.

The work of UDK graduate Britta Thie (born 1985) is centered around the intersection of art, the public image of the artist and the marketing / branding of the industry. In her video "Shooting – Arrogant Suffering" (2009) she plays the model as well as the photographer and as a result of this chases herself through the emerging picture.

In his film "Episode 1" (2008) Renzo Martens, born 1973 in the Netherlands, goes on a journey through Chechnya's war zone, visiting a refugee camp. Alone with the camera he impersonates the anonymous audience, sat in front of the TV, and embodies the addressee of the media's coverage of wars and humanitarian catastrophes. During his trip he leaves this role and aligns himself with those "portrayed" as victims by the media. Unlike the coverage shown on TV, the artist does not ask questions in his film but instead tells the audience about his life.

In "Mine" (2009), a film by Liz Magic Laser (born 1981), the da Vinci Surgical System disassembles the New York artist's handbag and all of its contents. The viewer is witness to the remote-controlled surgical robot's absurd investigation, dissection and destruction, of the bag and its contents, ranging from a passport to make-up and to candy bars.

Pilvi Takala's film "Real Snow White" takes her to Disneyland, disguised as Snow White. She hands out autographs to delighted visitors, but security guards keep an eye on her. She is denied entry to

Disneyland where children could mistake her for the “real” Snow White. Pilvi Takala was born in Helsinki in 1981.

Lisa Holzer (born 1973 in Vienna) contributes a series of six pigment prints from 2014. The series' title is eponymic to the exhibition's title. In an ironic interpretation of “It's My Hair And I Can Do What I Want With It”, its protagonist is a single spaghetti combined with emoticons. Holzer's seemingly redundant choice of objects in her work (it mostly is food) is influenced by a theorem of the French psychoanalyst Jaques Lacan, the “Object petit a”. It symbolizes the “cause of desire”, the motivation, the trigger leading to the subject's actions. This closes the circle of the presentation.

The exhibition was curated by Kirska Geiser und Joanna Kamm