

EAST by SOUTH WEST
curatedby_vienna 2011

The title of curated by_vienna 2011 "EAST by SOUTH WEST" describes a geographical conundrum — to be solved using the compass of contemporary art. The project should demonstrate and reflect the competencies and connections of Viennese galleries to contemporary art from a regional geography, at a time, and in a world, largely governed by global mechanisms and ways of thinking.

The starting point of the project is the importance and relevance of Vienna (also as a meeting point, launching pad and centre of discourse and education) for Eastern and Southeastern Europe and the many points of contact that Vienna has with contemporary art and culture in the following countries, regions and cities: the entire territory of Eastern and Southeastern Europe, including the Baltic States, Russia, Belarus and Ukraine, as well as Turkey, with special reference to the following cities: Ankara, Belgrade, Bratislava, Brno, Budapest, Bucharest, Chisnau, Cluj, Istanbul, Kiev, Krakow, Leipzig, Lemberg, Ljubljana, Minsk, Moscow, Podgorica, Prague, Riga, Sarajevo, Skopje, Sofia, St. Petersburg, Tallinn, Tirana, Vilnius, Warsaw, and Zagreb.

Each of the participating galleries will select an international curator with recognised expertise and experience of working with art from the aforementioned regions, countries and cities. Alternatively, this role could be filled by an internationally recognised artist who has curatorial experience (associated with the regions, countries and cities). Building on Vienna's connections, this includes curators and artist/curators who live and work in the city.

At the core of curated by_vienna 2011 is the idea of "correspondence," i.e. to establish a dialogue between Vienna and a "sister city"; between two (or more) artists; between artistic generations; or between art movements from different countries, regions and cities.

The intention of curated by_vienna 2011 is the positioning or repositioning of contemporary art production and exhibition practice in Vienna, taking into account Vienna's artistic, cultural, socioeconomic and geopolitical "zones of influence." This ambit includes views of Central Europe (against the background of Austria, as it existed before 1918), but also other countries formerly behind the Iron Curtain and (since 1989) now returned at the centre of European cultural and political life. At the same time, curated by_vienna 2011 spotlights the increasing dialogue with Turkey as a burgeoning and dynamic centre of contemporary art production.

curated by_vienna 2011 **EAST by SOUTH WEST** thereby investigates a wider cultural and political understanding of 'Europe' with a focus on contemporary art. On the basis of the Viennese galleries' existing networks of, the project analyses and highlights the city's potential to play a leading role in this context.

Using the compass of contemporary art, curated by_vienna 2011 **EAST by SOUTH WEST** will map an extensive European cultural space within a globalised world, making visible new and expanded creative horizons and fields of action. The project will thereby articulate recent trends in contemporary European art and art markets, and mutual influences and references — from a Viennese perspective.