Rirkrit Tiravanija
Das soziale Kapital

22 August - 25 October 1998

In his Zurich exhibition, ”**Das soziale Kapital**”, Rirkrit Tiravanija (*1961, lives in New York and Berlin) is directly concerned with the function, history and image of the wholesale distributor. As well as mementoes of Migros’ past, such as the historic ”shop-on-wheels” or the poster with the legendary stone which Migros’ founder, Gottlieb Duttweiler, hurled through a window of the parliament building, a variety of items from the wholesale distributor’s product range stand side by side with works from the collection. For this one occasion Thomas Schütte’s puppets can be found in the clothing department. Shopping trip and museum visit as one single experience. The **migros museum** is set to become a unique emporium for goods and ideas.

A catalogue, entitled ”**Supermarket**” is being produced for the project, with contributions from 30 or so different authors, recounting their experiences with earlier ventures and projects by the artist. The exhibition ”**Das soziale Kapital**” is amply documented in words and pictures. Contents: 280 pages. Price: around Sfr. 70.-. Publication date: end of October.

Rirkrit Tiravanija
Rirkrit Tiravanija’s art is always process-like, active, social, communicative. At the centre stands the visitor, becoming an integral part of the artistic work. The artist creates an open structure, inviting participation rather than being one-sidedly oriented towards consumption. The range of social rituals is open to all. Tiravanija’s art has considerable reality potential. The exhibition rooms are turned into funtional spaces (restaurant, garage, workshop, etc.), public and private space alternate with each other.

Bar
At the bar we can take a look at Fassbinder’s ”Angst essen Seele auf” and enjoy a beer or a coke. Rirkrit’s bar is complemented by Douglas Gordon’s ”Reading Room”, from the museum’s collection.

Garage
The 1972 Opel Commodore, in which Tiravanija travelled around Europe in earlier projects, is being completely overhauled in a workshop set up in the museum, ready for future travels. Videos, documenting earlier travels in the Commodore, are shown in an adjoining room.

Kitchen

Every lunch-time, Thai curry is cooked in the kitchen and offered to visitors. Cooking is often a central feature of Tiravanija's projects.

Needlework shop
As part of the supplementary job market, a facility for unemployed people, cloth bags designed by the artist are produced by hand and offered for sale.

Supermarket
When the museum is open, the flowers and plants, hygiene and cosmetics, food, clothing and books and stationery departments will be selling selected items from the Migros range.

Rehearsal Studio
Up and coming bands meet here to rehearse or for jam sessions. Instruments and amplification equipment is available: just plug in and play.

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Information

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Opening hours

Tue-Fri	noon-6 pm
Sat, Sun	11 am-5 pm
Mon	closed