

# PRESS KIT

**examples to follow !** expeditions in aesthetics and sustainability



Allora & Calzadilla From »Under Discussion« 2004/05, ©courtesy the artists



## PRESS RELEASE

### **examples to follow!** expeditions in aesthetics and sustainability

**examples to follow! expeditions in aesthetics and sustainability opens on August 5<sup>th</sup> 2012 in the presence of the curator Adrienne Goehler in Beijing. The exhibition is a project by the Goethe-Institut China, the Heinrich-Böll-Foundation, the Kulturstiftung des Bundes (German Federal Cultural Foundation), the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH (German International Cooperation) and Iberia Center for Contemporary Art, in cooperation with the German Embassy in Beijing.**

The finiteness of our energy reserves, the impending climate change, the shrinking of biodiversity have deeply penetrated and alarmed public consciousness even before the world climate summits in Copenhagen and Cancun, where “nothing but compromises” (*Frankfurter Allgemeine Zeitung*) were reached and the very recent Rio +20 conference, which “produced the weakest imaginable commitment to greening the global economy” (*The Economist*). After these summits, the question of the possibility for individual action is even more urgent. We need visions of a sustainable life that interconnect with the sensuality, lust and passion of acting on our own.

“examples to follow! expeditions in aesthetics and sustainability” intends to encourage individual actions and to move the cultural and aesthetic dimension of sustainability into the focus of our senses, thus counteracting the visible erosion of the term. The exhibition aims at raising awareness for the fact that sustainability in a comprehensive sense must include the arts and sciences. Forging sustainability needs to learn from art how to think in transitions, find interim solutions, construct models, and implement projects.

The curator Adrienne Goehler selected artists who dissolve boundaries between art, activism and inventions and connect the experiences of environmental initiatives with their own artistic approach. A range of video works, photographs, performances and installations dealing with the cultural dimension of sustainability are presented.

The exhibition was first opened in Berlin (Germany) in 2010, and has already been shown at several cities before, e.g. the German cities Bremen and Hamburg, then in Mumbai (India) followed by Addis Ababa (Ethiopia). It was awarded the 2010 special media prize of Deutsche Umwelthilfe, and received a prize as a project of Werkstatt N of the Rat für nachhaltige Entwicklung (Council for Sustainable Development).

#### **Artists are participating in this exhibition (in alphabetical order):**

Ravi Agarwal (IND) | Jennifer Allora & Guillermo Calzadilla (US | CU) | Néle Azevedo (BR) | Richard Box (GB) | Ines Doujak (A) | Olafur Eliasson (DK) | Galerie für Landschaftskunst (GER) | Dionisio González (E) | Hermann Josef Hack (GER) | Cornelia Hesse-Honegger (CH) | Christian Kutzt (GER) | Till Leiser (GER) | Rudolf de Lippe (GER) | Renzo Martens (NL) | Manish Nai (IND) | Pioniers: Joseph Beuys (GER), Robert Smithson (US) | Dodi Reifenberg (IL | GER) | Gustavo Romano (AR) | Michael Saup (GER) | Ursula Schulz-Dornburg (GER) | David Smithson (US) | Superflex (DK) | The Yes Men (US) | Gudrun F. Widlok (GER) | Xing Danwen (CHN)

**For the Beijing station, 9 more artists will join examples to follow! 7 of them coming from China** (in alphabetical order):

Gao Shiqiang (CHN) | He Xiangyu (CHN) | Vincent J. F. Huang (TPE) | Ma Yongfeng (CHN) | Ayumi Matsuzaka (JP) | Sarah Lewison (US) | Wang Jiuliang (CHN) | Xu Bing (CHN) | Yang Shaobin (CHN)

The exhibition in Beijing will be accompanied by an extensive program of events. A Forum “Paradigm shift needed in a resource constrained world” which invites representatives from sociology, business,

NGOs and politics to debate on the changes of conventional development patterns, thematic guided tours, a diverse film program as well as workshops will be organized along with the exhibition. In addition, a closing ceremony with panel discussions to the topic "resource: art" will be held on September 14<sup>th</sup>, 2012.

Comprehensive information about the extensive supporting programs will be announced at the end of July 2012 at [www.goethe.de/peking](http://www.goethe.de/peking) and [www.iberiart.org](http://www.iberiart.org).

**Adrienne Goehler**, curator of the exhibition and editor of the publication "examples to follow! expeditions in aesthetics and sustainability" lives and works as a publicist and curator in Berlin. From 1989 to 2001, she was President of the Hochschule für bildende Künste in Hamburg, from 2001 to 2002 Senator for Science, Research and Culture of the State of Berlin, and between 2002 and 2006 Curator of the Capital Cultural Fund, Berlin. Further publications: *Verflüssigungen, Wege und Umwege vom Sozialstaat zur Kulturgesellschaft, 2006*, *€1000 für jeden: Freiheit. Gleichheit. Grundeinkommen (Götz Werner and Adrienne Goehler), 2010*.

## PROGRAMS

All programs take place at the Iberia Center for Contemporary Art. (E06, 798 Art Zone, 4 Jiuxianqiao Road, Chaoyang District Beijing)  
Tel: +86 10 5978 9530

### Exhibition

Opening: August 5<sup>th</sup>, 5 pm (Invitation only)  
Date: August 6<sup>th</sup> – September 14<sup>th</sup> 2012, 10 am – 6 pm, closed every Monday  
Entrance: 10 RMB, 5 RMB (students)

### Forum "Paradigm shift needed in a resource constrained world"

The curator Adrienne Goehler, sociologists, energy experts and entrepreneurs will discuss the conflict between environment and development, rethink the conventional development patterns and explore possible paths for the transition needed in China.

Time: August 12<sup>th</sup> 2012, 3 pm – 5 pm  
Host: Michael Büsgen (Director of China Program, Heinrich-Böll Foundation)  
Entrance (registration needed): [zne@boell-china.org](mailto:zne@boell-china.org)

### Thematic Guided Tours

8.11 2 pm – 4 pm  
Seeing the truth: Ecological Crisis in the Eyes of Artists

8.18 2 pm – 4 pm  
Ruining and Healing: The Contemplation of Artists on Sustainability

8.25 2 pm – 4 pm  
The Dilemma: Lifestyle versus Sustainability

9.1 2 pm – 4 pm  
Sustainable Development in The Eyes Of Art Citizens

9.8 2 pm – 4 pm  
A World on the Move: from Now to the Future

Language: Chinese  
Host: Meng Si, Li Shanshan

Venue: Iberia Center for Contemporary Art  
Entrance (registration needed): zne@boell-china.org

### **Film Programs**

8.19 2 pm – 4 pm  
*The Story of Stuff*  
USA 2007, 21 Min

*Der Kreis*  
Germany 1988, 3:25 Min

*Die Rechnung*  
Germany 2009, 4:22 Min

*They will come to town*  
Germany 2008, 1:20 Min

8.26 2 pm – 4 pm  
*Age of stupid*  
Britain 2009, 92 Min

9.2 2 pm – 4 pm  
*The Yes Men Fix the World*  
USA 2009, 95 Min

9.9 2 pm – 4 pm  
*The Warriors of Qiugang*  
USA 2010, 39 Min

Venue: Iberia Center for Contemporary Art  
Entrance: free

### **Finissage and Panel Discussion “Resource: art”**

Artists, Environmentalists and Project Partners will review the exhibition, the exhibition’s possible impact and the role of art in addressing environmental and sustainability challenges.

*As a German federally owned enterprise, the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH is a global service provider in the field of international cooperation and professional training for sustainable development. With almost 30 years of experience in Sino-German technical cooperation, GIZ works within the framework of the Sino-German partnership for the mutual benefit of both countries. The GIZ is particularly pleased to support the “examples to follow!” exhibition on China.*

Time: September 14<sup>th</sup> 2012, 4 pm  
Venue: Iberia Center for Contemporary Art  
Entrance (registration needed): zne@peking.goethe.org

### **Workshop**

#### **Innovative Campaigning: Empower People through Inspiration**

The film “the Yes Men fix the world” showed how young people inspire the public and politicians through unconventional campaigning methods. How much could we learn from their experience? This workshop will guide the participants through a thinking process of framing a campaign on environment issues.

Time: September 2<sup>nd</sup>. after film screening

Venue: Iberia Center for Contemporary Art  
Entrance (registration needed): zne@boell-china.org

**Terra Preta - composting kitchen waste with charcoal**

Artist Ayumi Matsuzaka shows you how to compost kitchen waste with charcoal. She combines the microbe fermentation techniques coming from China, Japan and Korea. The old cultural technique of making this fertile black soil called Terra Preta, comes from the Amazon and represents a cycle of life.

Time: September 1<sup>st</sup>, September 4<sup>th</sup>  
Venue: Iberia Center for Contemporary Art  
Entrance (registration needed): zne@peking.goethe.org

**MEDIA INFO**

Please find more information about the artists and their work in the attachment.

If you would like to join the guided media tour given by the curator on August 5<sup>th</sup>, please contact us before July 31<sup>st</sup> for registration. On request we gladly arrange interviews with the curator and some of the artists.

**Contact persons:**

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