

FELSEN

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13-14 SEPTEMBER 2008, BEELITZ HEILSTÄTTEN, GERMANY

THIS ROOM HAS BEEN PREPARED TO RECEIVE A BOULDER THAT WILL BE REMOVED FROM THE CAR PARK OF BEELITZ AKTIV MARKT AT 15:00 DURING THE EXHIBITIONS OPENING EVENT. IN EXCHANGE, A REPLICA OF THE BOULDER, MADE BY THE ARTIST, WILL REPLACE IT FOR THE DURATION OF THE EXHIBITION. AFTER WHICH, THE BOULDER WILL BE RETURNED AND THE REPLICA RETRIEVED.

DIESER RAUM IST, EINEN FLUSS-STEIN ZU EMPFANGEN VORBEREITET WORDEN, DER VON ÄUSSEREM BEELITZ AKTIV MARKT AN 15:00 DES ERÖFFNUNGSTAGS DER AUSSTELLUNG ENTFERNT WIRD. IM AUSTAUSCH ERSETZT EINE REPLIK DES FELSEN, GEBILDET VOM KÜNSTLER, IHN WÄHREND DER DAUER DER AUSSTELLUNG. NACHDEM, WIRD DER FELSEN ZURÜCKGEBRACHT UND DIE REPLIK GEHOLT ZURÜCK.

ON MY DECISION TO AWARD THE 'PRIVATE PUBLIC EEA ART AWARD 2008' TO ALEX FARRAR

Gerd Ohligschläger, Business dir. EEA, Beelitz

After a four week process the European Exchange Academy¹ in Beelitz finished like each year with the exhibition and performances of all the works and projects. This final show is totally prepared by the exchange participants themselves and it is naturally the students' decision as to what and how things will be presented at the exhibition. The advisors and the organisation staff is more or less informed in advance, but not necessarily involved in details.

One day before the 08-exhibition took place Alex asked me to print an advice for his showroom and to check his german translation. So I worked on the translation: This room has been prepared to receive a boulder taken from outside Beelitz Aktiv Markt on the 13th september, at approximately 15.30. In exchange, a replica made by the artist, will replace it for the remainder of the exhibition. I did not know anything about his work and I was puzzled about what he was going to do. Not primarily as I am the person responsible for the City of Beelitz having 'public eye' on what is possible or not. Mainly I was wondering if I translated 'boulder' as 'Felsen' the right way: was he talking about a 'rock' or just about a 'stone'? And I did not really get what place he was talking about, because the 'Beelitz Aktiv Markt' was actually known as the Edeka Supermarket. Anyhow what he wanted to exchange, just let him do.

The exhibition opening started on 13th September at 15:00 h. At the end of the first tour, guided by Harry Heyink Alex's showroom on the first floor of the academy building was just prepared for the boulder, which was not yet in. Walking down the central stairway with the guided group including the Mayor of Beelitz the stiff and bulky chunk was arriving. What a piece! The Mayor, always related to practice, intervened that the rock would not be rolled or towed without a shelter above the historical paving tiles of the building. How on earth the boulder would find his way upstairs? For God's sake, keep it

under control, just let them do.

I did not keep track of the upward movement as well as downwards. I decided to enjoy the boulder at its final destination and it was great. A boulder usually located in front of a downpipe at a supermarket parking lot exhibited as a sculpture. A rock which had ordinary no other tasks than to prevent damages or to be used as a marking spot of dogs

showed in his natural beauty in an exhibition space. A bunter placed on a black podium so that the unique shape and the colour of the red sandstone became apparent to the public. The probably most beautiful and elegant unit on the whole supermarket site was dissolved of its dreary existence.

Beside the boulder on one wall of the showroom two flesh-coloured plates referenced to the replica outside Beelitz Aktiv Markt. It was important for decoding the work to have a close look at the point of origin and to examine the impact of the exchange boulder at the market site. The flesh-coloured replica in front of the side wall of the market became part of that ugly arrangement of two downpipes, two stones and two billboards crowned by the signboard "Edeka aktiv markt". Up to now there is no justification established why two stones are sheltering one downpipe and one billboard and why the others are not protected this way. Anyhow the replica was able to raise the awareness that private designing defaced and blemished public space. My wife commented the replica within the scene with the words: "It looks like dog turd, it's great."

It is not common that single works of the EEA participants are awarded at the end of the academy period. To set up and to give the "Private Public EEA Art Award 2008" to Alex Farrar based on my decision that the project fully achieved the up to now undefined requirements of the award. It was a splendid exchange.

1. The European Exchange Academy is an art academy that has been running in an isolated former Soviet Union hospital in Beelitz Heilstätten, Germany, since 2003. The academy takes place every summer recruiting students from art academies around the world. Over a five-week period, the academy runs an intensive program that promotes exchange between the participants.











































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WIEDER
Bei der Arbe

Einschalten:

SCHWARZ 25

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EDEKA

aktiv markt

MEHR MUSIK
WIEDERHOLUNGS-FREI!
Bei der Arbeit kein Hit doppelt von 9 bis 18 Uhr.
Einschalten: **107,5**
BB
RADIO
Voll die Vielfalt.

SCHWARZ

KINDER
IN BESTEN HÄ
Die AOK Brandenburg macht sich stark
dem leistungsstarken Vorsorge-Program
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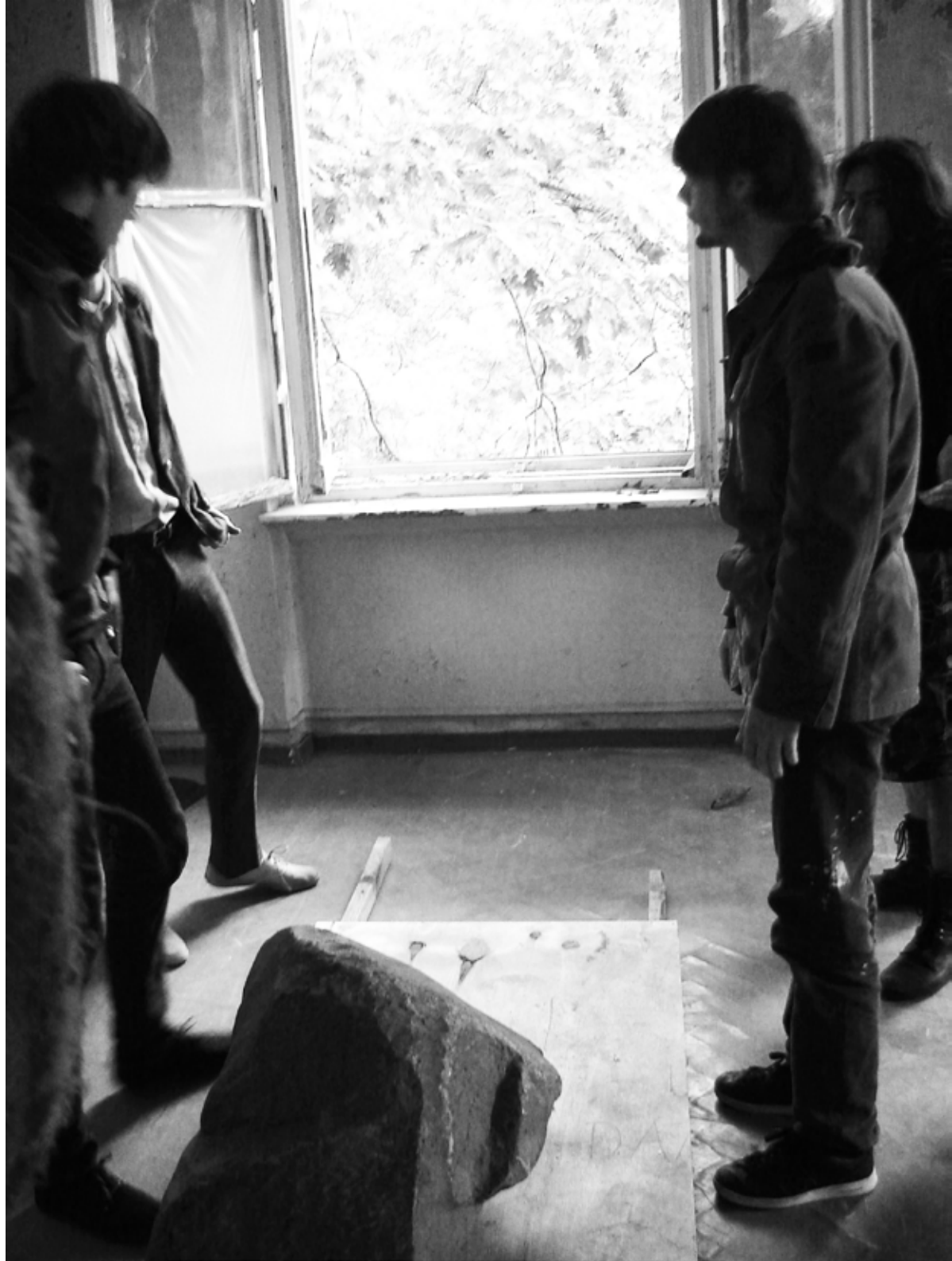












































































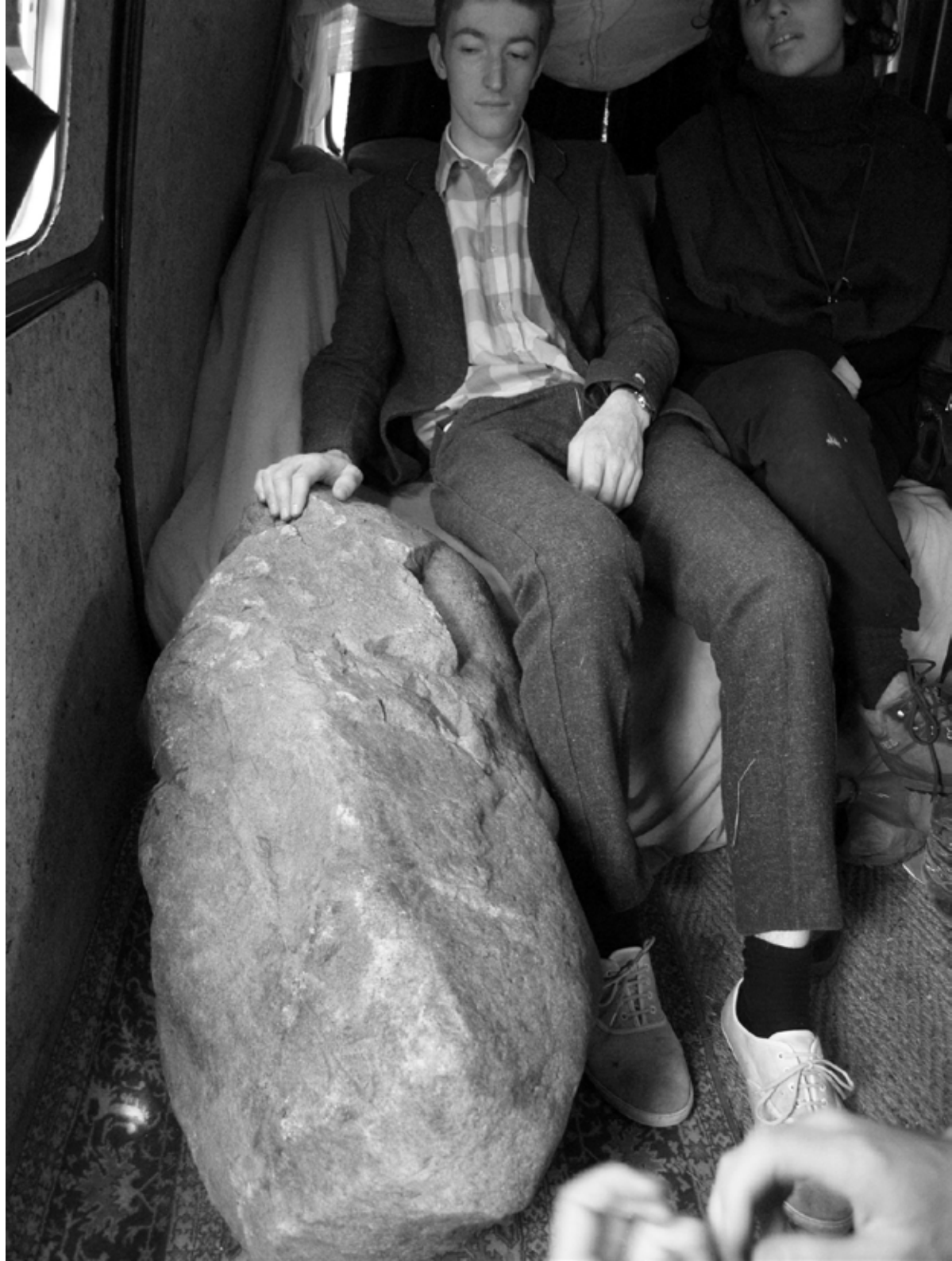




































Bei der Arb

Einschalten:

SCHWARTZ 25



COLOPHON

Thank you

John Burtle, Jake Davidson, Zoro Feigl, Berthel van het Goor,
Justin Gosker, Harry Heyink, Julian Jung, Joe Lopez-Smith, Gerd
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