

Press Release
June 2005

MAP OF MEANINGS

Japanese art in Vienna

Minako SAITOH | anti-cool (Tomoko TAKAHASHI)
Tomomi ADACHI | Takashi ISHIDA
Takahiko IIMURA | Mitsuhiro YAMAGIWA

MAP OF MEANINGS I

Minako SAITOH
anti-cool (Tomoko TAKAHASHI)

Venues

PLATTFORM - Raum für Kunst
A-1010 Wien, Fleischmarkt 11
Griechenbeisl-Haus, 2. Stock
www.plattform-kunst.com
Opening hours: daily 4 p.m. - 7 p.m.

Cuisine Digitale/MQ quartier 21
MuseumsQuartier
A-1070 Wien, Museumsplatz 1
http://quartier21.mqw.at
Opening hours: daily 10 a.m. - 8 p.m.

Duration of exhibition

5 July to 14 July 2005

Opening/Press Conference

PLATTFORM - Raum für Kunst
5. July 2005, 7 p.m.

artist talk

Cuisine Digitale/MQ quartier 21
10 July 2005, 6 p.m.
Moderation: Dieter Buchhart

Curator

Toni Kleinlercher
kuspac association
www.kuspac.org

The project MAP OF MEANINGS provides six Japanese artists from various artistic genres including film, photography, video, fine arts, music and performance art with an opportunity to conduct intercultural studies in Vienna as part of an 'artist-in-residence' project. The artistic results presented reflect the project participants confrontation with the 'meanings' and 'practices' of everyday life in Vienna as well as their experience with the local art scene interpreted against their individual background. This exhibition is produced by kuspac association as a contribution to the Japan-Year held across the European Union in 2005.

About the project

Map of Meanings deals with the meanings and practices of everyday life, in other words with the way daily activities and rituals, for example TV watching, cooking and eating, greeting or celebrating are dealt with in different cultures. Within the context of cultural studies, described by the English cultural historian and sociologist Raymond Williams (1921-1988) as "a particular life style of individuals or during a particular period or of a group of people" (Culture and Society), not only the written word but also film, video, fine arts, music, dance and performance art have proved to be suitable means of presentation. Three 'artist-in-residence' projects provide two Japanese artists respectively with the opportunity to spend one month together in Vienna. The close contact with local citizens creates the possibility to integrate their individual experiences with the meaning and practice of daily life in Central Europe.

MAP OF MEANINGS I

The 'artist-in-residence' project starts with two female artists Minako Saitoh und anti-cool (Tomoko Takahashi). In large format photographs accompanied by short texts Minako Saitoh shows gloomy views from windows in psychiatric clinics (the windows being made of thick plastic boards) leaving the viewer with feelings of isolation and hopelessness. These photographs can be seen as an urgent message about social relations in a more and more performance-oriented society bound to suffocate individuality through the mechanisms of commercialisation, creating a growing feeling of helplessness and depersonalisation in an increasingly alienated environment.

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In a similar way, dealing with the unfamiliar and the different is central to Tomoko Takahashi`s work *An Ideal Foreigner in Vienna*. Inspired by the poster campaign of a well-known local politician, anti-cool –as she calls herself- is going to explore the image of the `ideal foreigner` held by the locals and to document her findings on video. The work will be accompanied by several performances and a series of photographs with political comments about the image of foreigners living in Vienna taken from the local press.

A catalogue about the project 'Map of Meanings' will be published by the end of 2005, documenting all three exhibitions and providing a transcription of the artist talks scheduled to be held during the exhibitions.

Kind support for MAP OF MEANINGS by the following institutions is thankfully acknowledged:

Pola Art Foundation, The Kao Foundation for Arts And Sciences, The Nomura Cultural Foundation, Shiseido, Fuji Xerox Co., Ltd. ART BY XEROX, Fuji Photo Film, Mécénat, EU Japan Year 2005, Wien Kultur, MQ quartier21, PLATTFORM – Raum für Kunst

Overview of exhibition

MAP OF MEANINGS I

Minako SAITOH und anti-cool (Tomoko TAKAHASHI)

Exhibition in PLATTFORM - Raum für Kunst

Cuisine Digitale/MQ quartier 21

from 5 July to 14 July

Opening: 5 July, 7 p.m., PLATTFORM - Raum für Kunst

artist talk

Cuisine Digitale/MQ quartier 21

10 July, 6 p.m.

Moderation: Dieter Buchhart

MAP OF MEANINGS II

Tomomi ADACHI und Takashi ISHIDA

Exhibition in PLATTFORM - Raum für Kunst

Cuisine Digitale/MQ quartier 21,

from 25 August to 3 September

Opening: 25 August, 7 p.m., PLATTFORM - Raum für Kunst

artist talk

Cuisine Digitale/MQ quartier 21

28 August, 6 p.m.

Moderation: Dieter Buchhart

MAP OF MEANINGS III

Takahiko IIMURA und Mitsuhiro YAMAGIWA

Exhibition in PLATTFORM - Raum für Kunst

Cuisine Digitale/MQ quartier 21

from 1 November to 10 November.

Opening: 1 November, 7 p.m., PLATTFORM - Raum für Kunst

artist talk

Cuisine Digitale/MQ quartier 21

6 November, 6 p.m.

Moderation: Dieter Buchhart

Biographies of the artists

Minako SAITOH

born 1962, lives and works in Japan

Selected exhibitions

- 2004 *Locus for one Businessman's art collection*,
Fukui Art Museum, Fukui, Japan
Gazing the Society, Oita Art Museum, Oita, Japan
- 2003 Brunswiker Raum, Germany
Memory, Fujikawa Gallery/Next, Osaka, Japan
- 2002 Oita Art Museum, Oita, Japan
- 2002 The First Fuchu Biennial, Fuchu Art Museum, Tokyo, Japan
- 2001 Viewing Room Yotsuya, Tokio, Japan
- 1998 *Self Portrait*, Gallery Nikko, Tokyo
- 1997 *Behind the Moon*, Gallery Q, Tokyo

anti-cool (Tomoko TAKAHASHI)

born 1976, lives and works in Japan

Selected Performances

- 2004 Spark Contemporary Art Space, New York
Wunder der Prärie, International Festival, Mannheim, Germany
You are Here Festival 2004, Nottingham, UK
- 2003 Echigostumari Art Triennale, Nigata, Japan
4th International Performance Festival, Odense, Denmark
Dresden Performance Festival, Dresden, Germany
Anti-cool Performance Art Series and Talk Shows, Yokohama
National University, Japan
- 2002 Performance Festival, High Calibre, Berlin, Germany
Asiatopia 2002, International Performance Art Festival,
Bangkok, Thailand
- 2001 Exit, International Festival for Unusual Live Performance,
Helsinki, Finland

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www.kuspace.org***