



Attention Economy 16/5 – 9/6 2014

Press conference: May 15, 2014, 10 am

Opening: May 15, 2014, 7 pm

For three weeks, *Attention Economy* transforms Kunsthalle Wien Museumsquartier into a trail and a discursive platform. The exhibition presents answers, ranging from the startling to the critical, by international artists to pressing questions relating to contemporary art and the art business. These interviews, conducted prior to the exhibition, give subjective insights into the conditions under which contemporary art is produced. The exhibition display presents the statements, embedded in a graphic system, and opens up different routes through the exhibition.

The title *Attention Economy* references Georg Franck's book of the same name, published in 1998, in which he establishes that in our society where information is in constant flux, attention has become a limited resource and an economic commodity. The exhibition carries this idea into the present and asks what influence the digitized world, the increasingly international market and the growing popularity of contemporary art are having on artists and their current art production: Is art intelligent entertainment? Why is contemporary art so popular? Are current exhibition formats contemporary at all? What are the key criteria for good art? Are artists the entrepreneurs of the 21st century? Do they plan their careers strategically? The interplay of the various statements gives an up-to-date picture of the factors that determine contemporary forms of artistic activity.

Interviews have been conducted with established artists and also with younger artists who are at the start of an international career. The upheavals and changes that have deeply affected the art scene in recent years are clearly reflected in the compiled answers, as are the influences under which artists work today.

Moreover, Denkfabrik – a long-term educational project by Kunsthalle Wien – has been closely involved in the programming of the exhibition. This group of dedicated students and young professionals has developed several events parallel to *Attention Economy* that provide the public with the space and opportunity for active reflection. The aim is to open up the discourse initiated by the exhibition and by so doing to focus on the exhibition visitors themselves.

In addition to the events organized by Denkfabrik, a public program including a series of lectures, filmscreenings and discussions takes place.

Participating artists: Allora & Calzadilla, Leonor Antunes, Julieta Aranda, Fikret Atay, Mirosław Bałka, Alexandra Bircken, Candice Breitz, Cäcilia Brown, Ernst Caramelle, Kwan Sheung Chi, Chto Delat?, Marieta Chirulescu, Claire Fontaine, Plamen Dejanoff, Verena Dengler, Carola Dertnig, Marius Engh, Cevdet Erek, Ayşe Erkmen, Elmgreen & Dragset, Gelatin, Eva Grubinger, Ibro Hasanović, Mathilde ter Heijne, Vlatka Horvat, Šejla Kamerić, Gülsün Karamustafa, Hassan Khan, Alicja Kwade, Sonia Leimer, Mark Lewis, Ken Lum, Renzo Martens, Haroon Mirza, Aki Nagasaka, Sophie Nys, Nick Oberthaler, Damir Očko, Ahmet Oğut, Ragnar Helgi Olafsson, Jorge Pardo, Laure Prouvost, Pamela Rosenkranz, Georgia Sagri, Margaret Salmon, Tomás Saraceno, Hans Schabus, Eva Schlegel, Timur Si-Qin, Juliane Solmsdorf, Tobias Spichtig, Kamen Stoyanov, Martha Stutteregger, Philipp Timischl, David Zink Yi, Wong Wai Yin, Anna Witt

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Press release

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Public program

Mon May 19, 6 pm

Alternative Publishing

Luca Lo Pinto & Nicolaus Schafhausen

In the interview Luca Lo Pinto, since May curator at Kunsthalles Wien, talks about *Nero Magazine*, which is edited by him, and about alternative publishing. (In English)

Tue May 20, 5:30 pm

Super-Art-Market (2008) by Zoran Solomun; 88 min

The documentary examines contemporary art in a consumerist society. (In German)

Sat May 24, 4 pm

Is art political per se?

Hugo Canoilas & Jannis Varelas

The Vienna-based artists talk about the problem of the political in art. (In English)

Mon May 26, 6 pm

Art is a Problem

Joshua Decter

The New York-based curator and art theorist examines art's paradoxical condition: art problematizes, and is an intrinsic problem in itself. (In English)

Wed June 4, 6 pm

Entertainment, Shopping, and more

Johanna Reiner & Isabel Termini

The initiators of the Eintagsmuseum present their project *Super-Mall-Sculpture*. (In German)

Fri June 6, 6 pm

Die Ausgestellten – Welcome to Brand Land: Kunst und Handlungsmacht nach dem Celebritive Turn

Kolja Reichert

The Berlin-based art critic talks about how the cultivation of attention is increasingly reshaping the production and reception of art. (In German)

Denkfabrik

Denkfabrik, a group of 15 young people, is a long-term educational project by Kunsthalle Wien. For *Attention Economy* they are conceiving a part of the program for the first time. Denkfabrik defines itself as a playground where ideas can emerge and grow. The members are invited to join the institution's discourse and to develop projects and events for a young audience, responding to and working with the artistic program. In the process they can experiment with their skills within the current activity of artistic production and realize their own projects. They want to change the way we perceive art.

Members: Daniel Brandlechner, Ilona Braun, Daniela Fasching, Stefanie Fridrik, Faye Holdert, Maximiliano Kostal, Anja Kouznetsova, Manuel Leeb, Anna May, Elisabeth Pfalzer, Christoph Schwarz, Michael Simku, Wanda Spahl, Olympia Tzortzi and Bernhard Zingler.

Sun May 18, 25 & June 1, 4:45 pm

Typomorphosis

Is art entertainment? Can you learn to be an artist? Do we have to understand art? The visitors are invited to answer these and more questions. Their thoughts are translated and visualized by an algorithm, developed by Stephan Müller & Valentin Ortner.

Thu May 22, 29 & June 5, 7 pm

Game of Arts

During three game evenings, held in the middle of the exhibition space, the visitors are challenged to play with and react to visual art vocabulary. Interaction is the key, discussing the Attention Economy is the aim.

Reservation required: vermittlung@kunsthallewien.at

Thu May 15, 7:30 – 9:30 pm

Fri May 16 – Fri May 30, daily 3 – 5 pm

Find a Connection

Telephone number: +43 (0) 1 521 89-1276

Visitors are invited to share their thoughts, feelings and ideas about the exhibition on the phone. Anonymous yet very personal, these questions are used to initiate a discussion on the role of art in our lives today.

Thu June 5, 7 – 11 pm

Denkfabrik Finale

Visitors are very welcome to join Denkfabrik's Grand Final, a social and fun evening with games, good conversations, drinks, music and much more.