

THE STOCKHOLM PROJECT



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ARTGENDA

The second biennial of young artists round the Baltic sea

April 30 - May 10

What is ArtGenda?

ArtGenda is one of the biggest events taking place in Stockholm during our year as the Cultural Capital of Europe 1998. The project is a long term joint venture between artists and institutions from sixteen Northern European cities in the Baltic Sea Area. It was initiated by Copenhagen in 1996 and is planned to continue every two years in one of the participating cities. Next host on the list is Helsinki in the year of 2000, hopefully followed by Hamburg in 2002.

The selection of artists as well as the program is made by an international programme group, consisting of such persons as artcritics, curators and consultants from the participating cities.

All artists involved are younger than 30 years of age.

The biennial ArtGenda has divided all kinds of art involved into four different categories for organisational reasons. These are:

- 1 Musik (which contains rock, Dj's, New Music etc.)
- 2 Fine Arts (film, video, photo etc.)
- 3 Media (literature, interactive media etc.)
- 4 Performing Arts (dance, theatre etc.)

These are all going to interact in various ways in the biennial in Stockholm.

Why ArtGenda?

The Baltic Sea Area has a long history of communication and trading. During centuries we have influenced each other in many ways until political structures limited our connection. But times changes! Now it is once again possible to cooperate over seas and between east and west. Therefore we wanted to create a new platform for young artists and their audience. That is also the reason why we have chosen Interaction-Intergration as our keyword for the ArtGenda Project

The ArtGenda management 1998



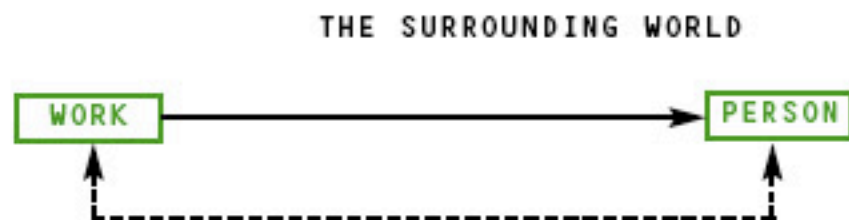
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Reflections

When you as an artist are about to enter an exhibition, in this case ArtGenda, we think it's necessary to discuss the art institution in general, meaning art museums, galleries, exhibition spaces etc. In our opinion the institution is a number of more or less closed rooms, which creates a physical and mental distance between "the rooms" and the surrounding world. As a person, it's your choice to cross the art-room boundary. It's the resolute person who approaches the work - with a lot of expectations - and she might experience that something emerges from the confrontation; reflections, understandings, questions. This relation between the person and the work can be shown like this:



In *Searchlight* we turn the model upside down:



We are taking the work out of the art-institution and placing it in the public space, and following letting the work approach the person, the artwork is directly choosing whom to attack, in a positive sense, and the relation turns 180 degrees; here lies our first examination.

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SEARCHLIGHT 1st week of the exhibition period

Searchlight is coming out of our considerations described in the preceding text, the idea about an active approaching artwork. The frame for Searchlight is Stockholm city after break of night, and runs in the first week of the exhibition period. With a helicopter mounted with a strong searchlight, we will, from unknown position, make three flyovers of Stockholm with the searchlight switched on. The flyings are spread over three nights 5/2, 5/4 and 5/5, each lasting approximately 30 minutes. Afterwards the helicopter disappears to an unknown landing position. The action will not be proclaimed to the public previous to the actions.

The helicopter flies over Stockholm in approx. 100 meters height. The cone light from the searchlight cuts its way through the streets and the spotlight hits a citizen > the work approaches the person.

The person is affected by the sudden and massive presence of the helicopter in terms of light and sound. She experiences a strong physical condition of surprise, astonishment and maybe fear. As suddenly as it appeared the helicopter disappears again. Left in the darkness of the street, the person is standing astonished by the incident, trying to get a hold of what went on.

We have not proclaimed the action in advance so the person must try to connect it with reality and will probably search for documentation and causal relationship in the following days newspapers, television news, in the radio or by other people.

The incident will presumably form pictures of helicopters seen in policeseries, action movies, "X-files", "rescue911" and following create associations to crimescenes, robberies, homicides, hostage situations, rescue situations and so forth. A narration is being build in the persons mind, she tries to get hold of the incident but is left without an answer!

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NEWSPAPERLINK Dagens Nyheter 5/6-1998

In the big Stockholm newspaper Dagens Nyheter, the day after the last helicopter flyover we insert a quarto page photographic documentation advert.

The person who has experienced the helicopter incident has until now been left without answer, but in the article are three photographs of a helicopter with the searchlight switched on. The date and time of the photographs are shown on each and on the last photo is also given the name of the work, the artists names and the exhibition context. Hereby is given an answer to the incident: "it's an artwork", this gives a framework for explanation, an understanding.

But beside the answer of the helicopter incident, the article holds a new question. The name of someone/somebody who is called AVPD and the adress of a wellknown clothing store in Stockholm, Soedermalm, an information meant to draw the person to the clothing store to find the final answer.

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AVPD.Clothing PEST Södermalm, Stockholm 1-30 MAY 1998

AVPD.Clothing is to be seen as a continuation of the project exhibited in Århus, May 1997. The installation of our clothing products is sitespecific and follows the specific aesthetics and systems of the shop PEST. Our products are hanging side by side with the other products in the shop.

The possibility we offer to the buyer of a shirt with a shot design, is to follow their idol as close to death as possible without actually dying. By carrying the marks of death one can show the ultimate devotion to the deceased and the ideas and stories connected to her. In the way AVPD.Clothing is carried out, made and placed in the shop context (selling being the keyword), it's placed on the borderland between art and design, and following trying to examine where the distinction between art and non-art is, which things or conditions make the difference.

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A summary

The Stockholm Project consist in three parts:

- I Searchlight
- II Newspaperlink
- III AVPD.clothing

Part I and III function as independent works and can be seen as such. But I and III are connected by the newspaperlink and creates a third field, a third work. Only when you have experienced all three parts, will the third work unfold.

The third work is a disintegration of Searchlight and AVPD.clothing, through the newspaperlink the two works affect on each other, continuous giving new solutions to the works, but at the same time asking new questions, giving new possibilities.

AVPD.clothing



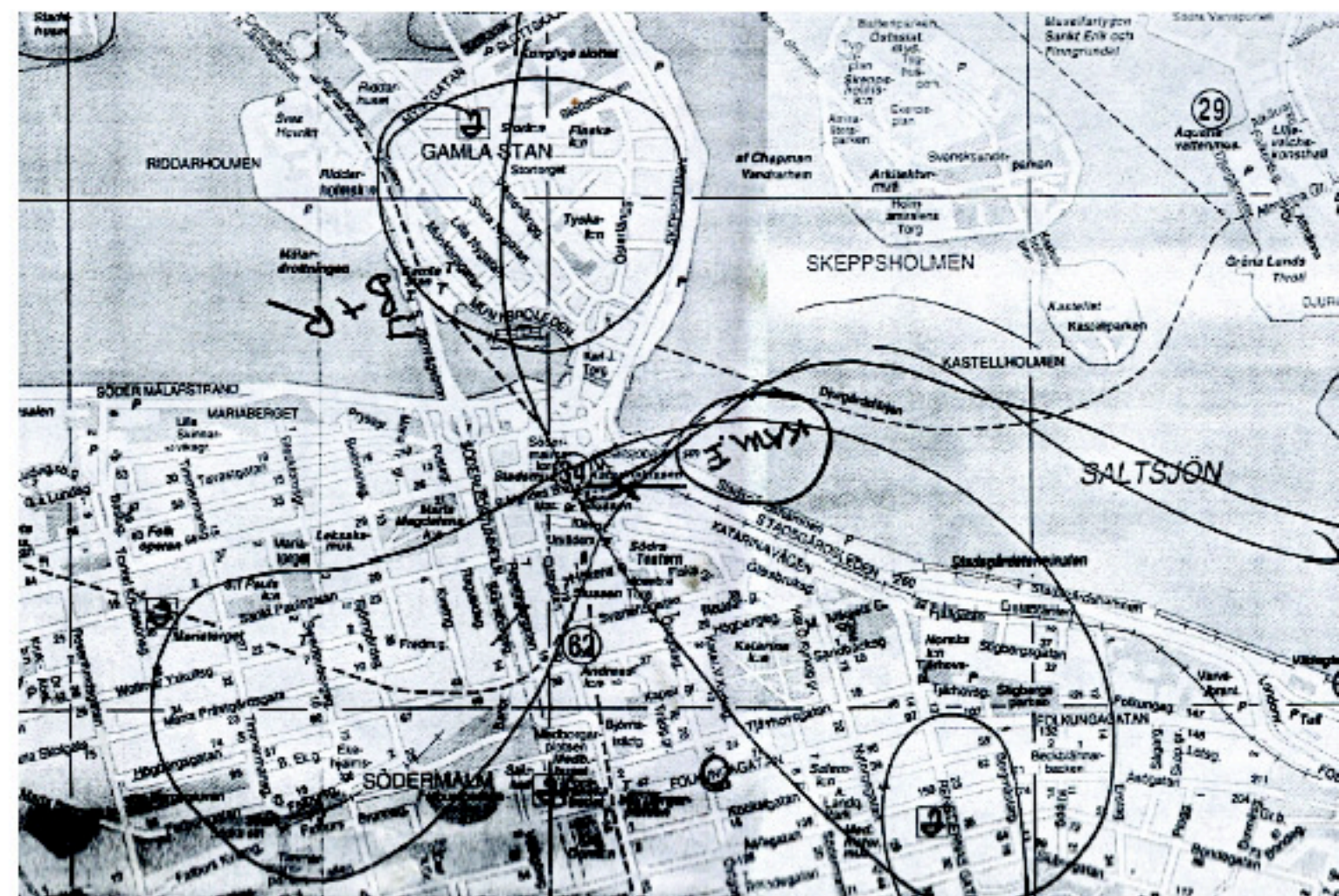
Newspaperlink



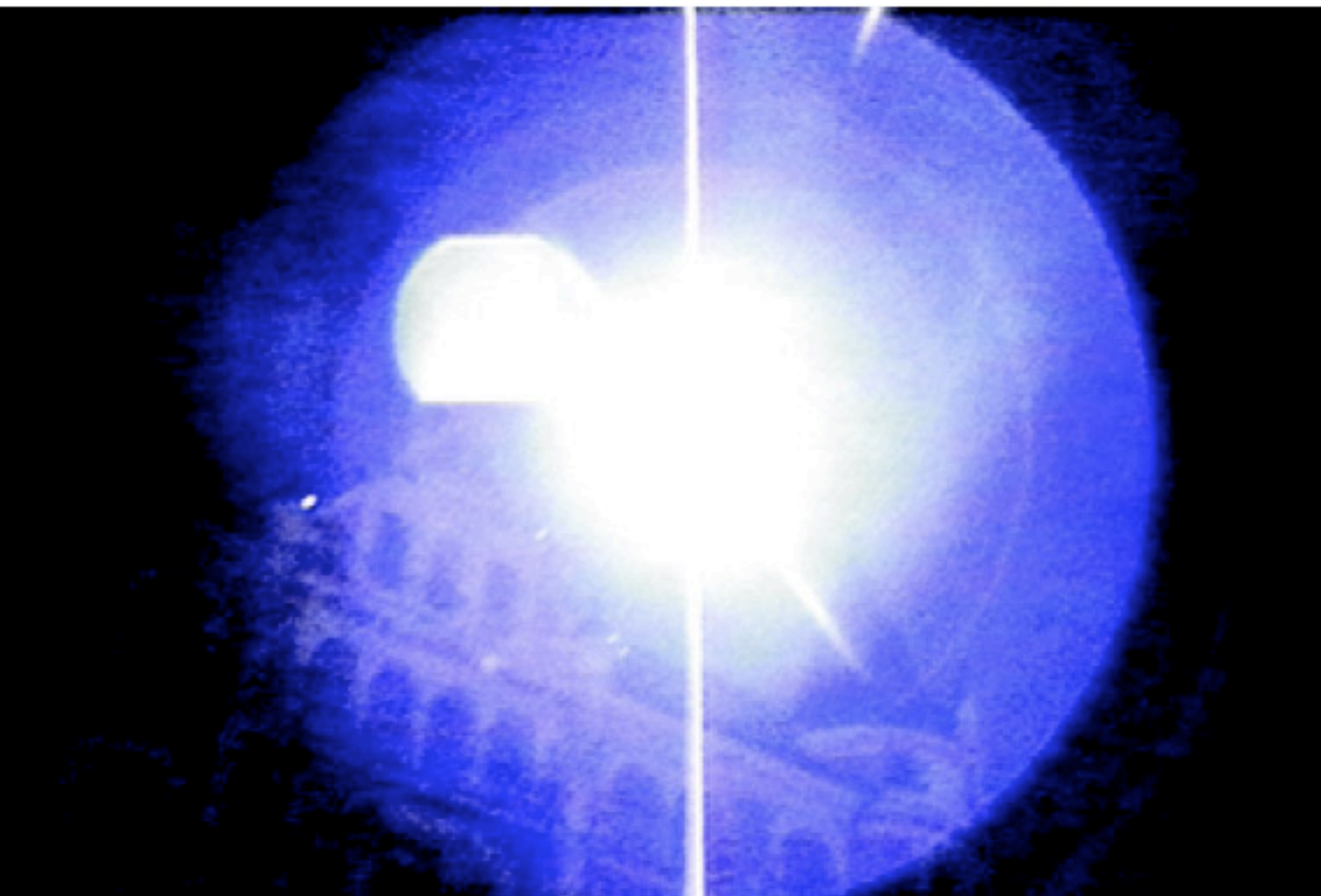
Searchlight



Sketch for Searchlight



Helicopter pilots sketch for flyovers



Helicopter with mounted searchlight
 -the camera man shrouded in the heavy light, Stockholm City
 [videostill> Hi8]



Helicopter with mounted searchlight
 -passing towards Birger Jarlsgatan, Stockholm City
 [videostill> Hi8]



Helicopter with mounted searchlight
[videostill> Hi8]



Helicopter with mounted searchlight
-passing towards Birger Jarlsgatan, Stockholm City
[videostill> Hi8]

Nr 121 • 6

SVERIGES STÖRSTA M

ONSDAG

6 maj 1998

Vecka 19

Vardag 10:- Söndag 11:-

Telefon: 08-738 10 00

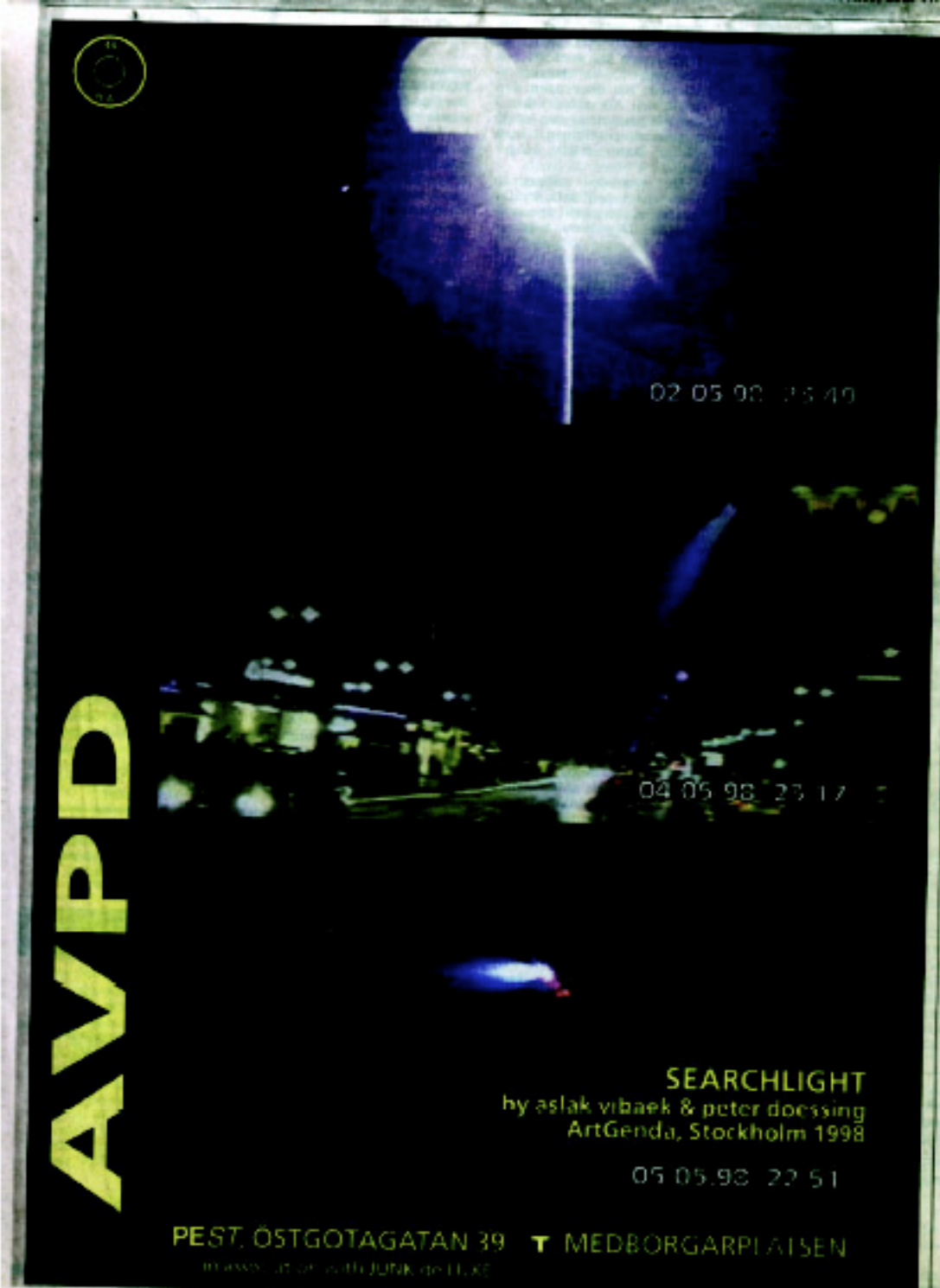
DAGENS NYHETER

Skattefrist för hyresgäster

Hemlig
lista om
regionst

14 800 kronor. Så myc
sas det på varje våg
ning i regionalt stöd.
enda i Stockholm

< Dagens Nyheter, Wednesday May 6th 1998
The Newspaperlink, section A page 16 >





< The clothing store PEST at Södermalm
-outside vue
Window detail of exclusive Bonnie Parker dress with shot design >

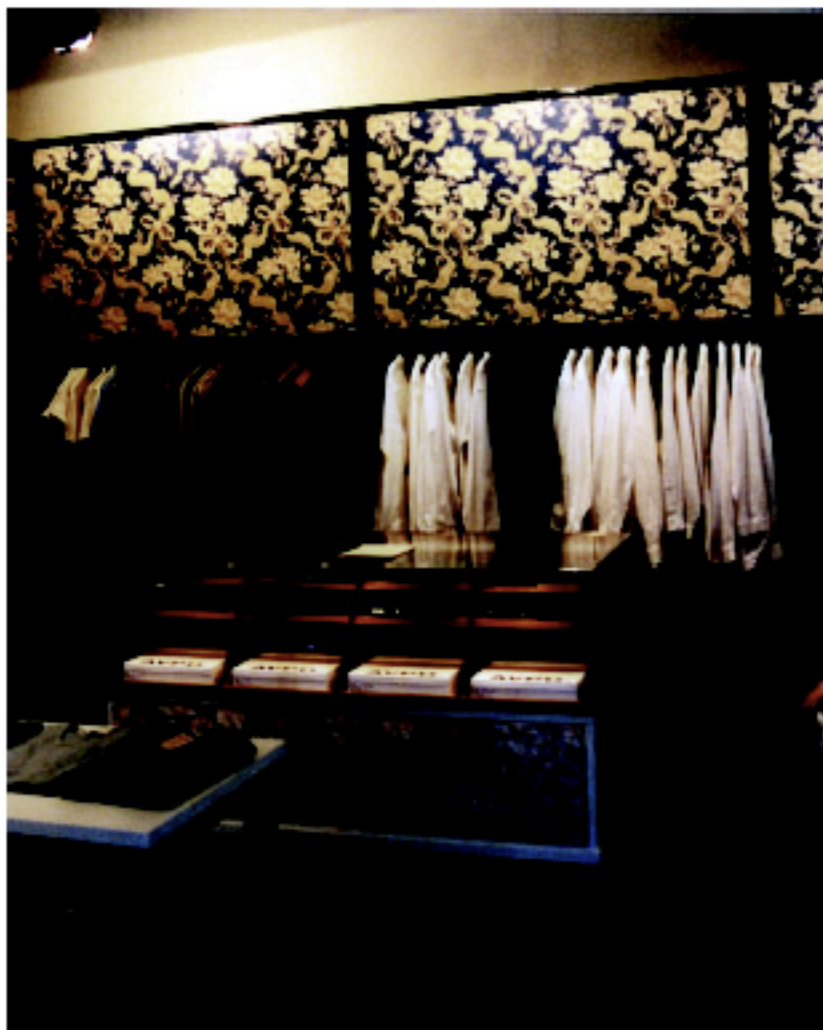




AVPD.Clothing shirt boxes, window detail



Shop interior



Shop interior, AVPD.Clothing installation



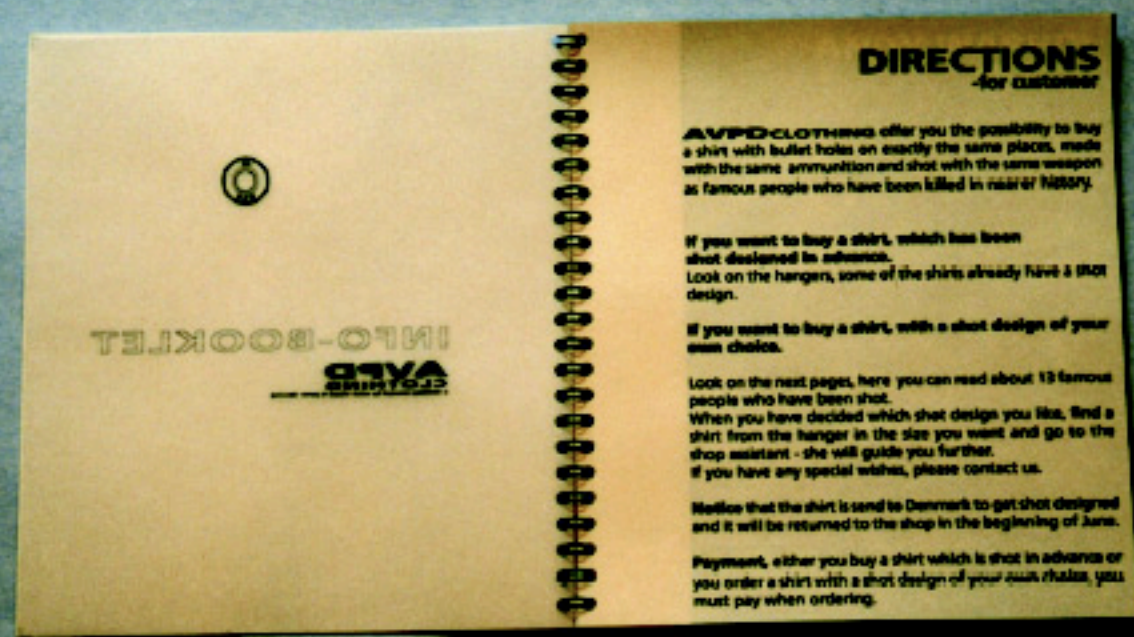
AVPD.Clothing shirts on hanger



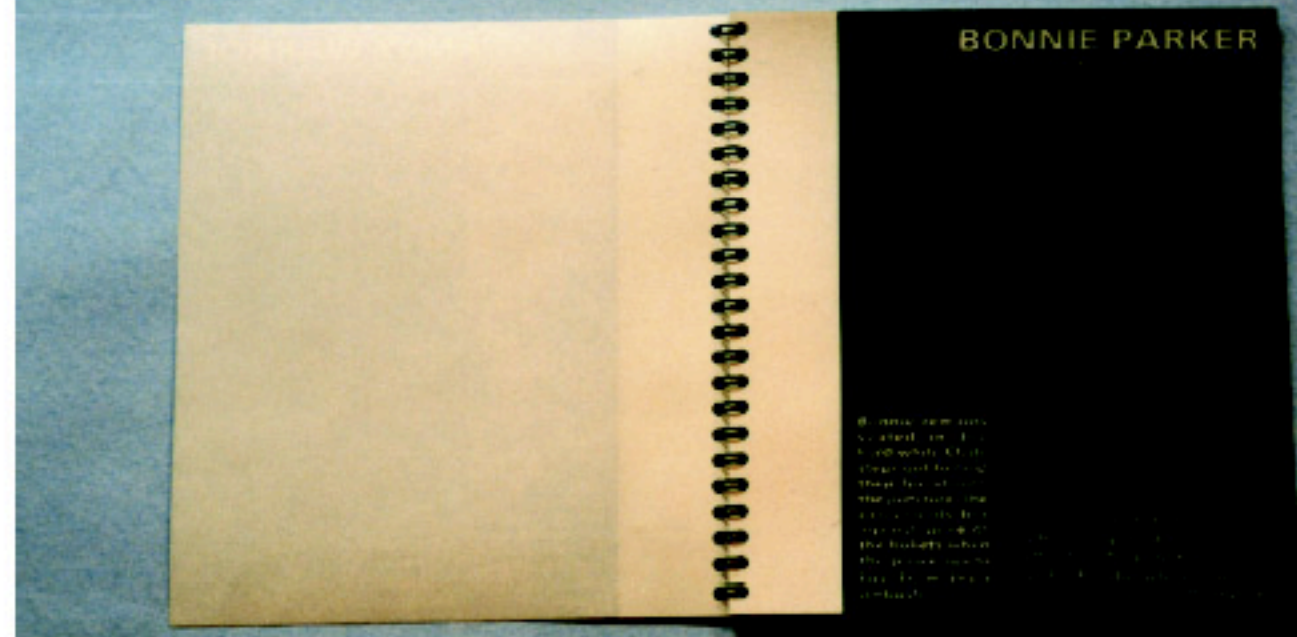
Shirt with Oluf Palme shot design



Oluf Palme shot design, detail with bullet hole



Info-booklet with directions to the customer
-the booklet was available in the shop



Info-booklet with Bonnie Parker shot design directions



AVPD.Clothing T-shirt wrapped up in plastic



AVPD.Clothing T-shirt merchandise

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PEST

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