

Press information Essl Museum, Mai 2016



eSeL: the eSeL Collection Labor im Essl Museum

Press conference:	Wednesday, 4 May 2016, 10.00 a.m., with eSeL (Lorenz Seidler) and Prof. Karlheinz Essl
Opening:	Wednesday, 4 May 2016, 19.30
Duration:	4 May – 30 June 2016
Artist:	eSeL (Lorenz Seidler)
Assistant:	Gesche Heumann
Organisation:	Andreas Hoffer, Viktoria Calvo-Tomek, Marc-Paul Ibitz
Venue:	Labor im Essl Museum

As of 4 May 2016, the Essl Museum will present the interactive exhibition *Die Sammlung eSeL* (the eSeL Collection) consisting of a large collage-like piece with documentary traits extending over several rooms that comments on art-related issues from the last 17 years. An art networker and knowledge producer, the Viennese artist Lorenz Seidler aka eSeL taps his own photographic work, videos and comprehensive archive of printed material and projects for this project. Actively involving the audience – on site and via the internet – the artist addresses not only the changing cultural context and production conditions for artists in Vienna, but also new challenges and potential future developments in the arts.

Sammlung eSeL

For more than 17 years, eSeL has been communicating and observing developments in the Vienna art scene through his online channels and exhibition projects. These activities have given rise to the *Sammlung eSeL*, consisting not only of photographs by the artist painstakingly documenting the art world with dedication and a great sense of humour, but also many videos and projects focusing on the art scene. Since 2000, eSeL has been collecting a prolific archive of printed material (flyers, posters, press releases) from all exhibition venues. At the Essl Museum, this material will be presented for the first time as a visual narrative on the last 17 years of art in Vienna. Invitations to exhibitions from the last 17 years are arranged into a “timeline” which will be extended in the course of the exhibition by eSeL and the audience. Large-format photographs and thematically arranged photo series provide a visual commentary and pinpoint changes and central themes of the last 15 years.

eSeL and the art scene

The workings of the art scene, constantly changing under the influence of technological, economic and political developments, always take pride of place in eSeL’s creative work. He comments on these developments, for instance the advent of digitalisation in the arts, in dedicated way stations for which he produced photographs and videos. The exhibition is overarched by big questions such as: What is art? What role models does the art world have? What does it mean to be an artist in the media age?

Participation and talks with visitors will give rise to new aspects and issues that eSeL will continuously work into the growing exhibition. Targeted communication formats (including a “fractal role-playing game” and “art & games” at the Essl Open House as well as a comprehensive programme of guided tours) constitute a testing field for eye-level communication and new forms of audience participation.

Participation as a guiding principle

Under the hashtag *#SammlungEsel* (on Facebook, Twitter and Instagram), everyone interested can submit their own personal art stories directly at the Essl Museum or via the internet. People are invited to share a special experience with an art event that stuck in their mind (*Woran?/What?*) and explain why they consider that event to be relevant in the art history of the last 17 years (*Warum wichtig?/Why relevant?*). This text input and any photographs submitted or other input in the form of archive material will be continuously integrated into the exhibition and serve as a basis for new focal points and photographic comments from the artist.

“This exhibition project serves to condense and bring together in the “real space” of the Essl Museum information channels feeding mostly on digital sources. In this way, Die Sammlung eSeL uses material ABOUT art to illustrate the sensory experience of dealing with “analogue” material under “white cube” conditions. Moreover, this invitation to go to the urban periphery also challenges the visitors to explore the specific location and history of the Essl Museum and its collection”, notes Lorenz Seidler / eSeL.

“Art is the product of communication!”

In line with the idea of an art lab, the exhibition project will not only be accompanied by a comprehensive programme of tours and talks, but eSeL explicitly invites the audience to participate already in the preparatory phase.

- **Audience workshop** during assembly, during the opening of *Body & Soul*, Tuesday, 5 March 2016 (19.30)
- **Making a video: eSeL SHOW on the topic of “participation”**, Thursday, 12 May 2016 (16.00) in the context of the opening of *Sommer im MQ / eSeL REZEPTION*
- **Tour through the exhibition and talk with eSeL and Kurt Kladler**
Wednesday, 25 May (19.30) Essl Museum
- **Art & zamSpielen**, Thursday, 26 May 2016 (16.00 – 20.00),
Essl Museum, with the zamSpielen artist group
- **Interim Report *The eSeL Collection***, Saturday, 11 June (16.00), Essl Museum
- **Finissage with eSeL**, Wednesday, 29 June, (19.00), Essl Museum

eSeL (Lorenz Seidler)

lives and works in Vienna and on the internet as an “aesthetic life form”.

Born in 1974, studied art history and philosophy

eSeL runs the eSeL REZEPTION at the Museumsquartier Vienna since 2011, he publishes the eSeL Mehl Newsletter and the Website www.esel.at since 1999

Some of his art projects include: Fotosalon Seidler (Christine König Galerie, 2015), Make It Yourself Festival (MQ, 2015), Umframed (Raum mit Licht, 2015), MULTImART (Viennafair, 2012), GAZEBO. Galerie für öffentliche Räume (2010-2011), METAmART - Kunst & Kapital (Künstlerhaus Wien, 2011), Dockville Festival (Hamburg, 2011), Coded Cultures Festival (Yokohama, 2009), BELLEVUE - Das Gelbe Haus. (Linz, 2009), Hofburg tanzt (2009),

OPEN UP Kommunikation (Tanzquartier Wien, 2008-2009), donaufestival Krems (2007 & 2008), ARTmART (2007 - 2010), UPDATE. Kunstrukturenutzen & schaffen (Künstlerhaus Wien, 2005), netznetz.net - Festival der Netzkulturen (2004), Maison Folie (Kulturhauptstadt Lille, 2004), e-basis-wien_MQ (2002-2003), Radio eSeL. Die Sendung mit dem Schaf (1999-2002)

Exhibitioncredits

Artist:	eSeL (Lorenz Seidler)
Assistant:	Gesche Heumann
Exhibition organization:	Andreas Hoffer, Victoria Calvo-Tomek, Marc-Paul Ibitz
Exhibition building:	Akbar Muratov, Christian Pusswald, Adelheid Sonderegger
House of cards (Implementation):	Marc-Paul Ibitz
Communication:	Barbara Royc, Erwin Uhrmann, Regina Holler-Strobl, Regina Stierschneider
Art Education:	Lucie Binder-Sabha, Mela Maresch, Maria Theresia Moritz, Adelheid Sonderegger
Graphic design:	Johanna Uhrmann
Documentation:	Marian Essl, Marlin Buchner, Akbar Muratov, Joanna Pianka

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ESSL MUSEUM – CONTEMPORARY ART

An der Donau-Au 1, A-3400 Klosterneuburg / Vienna
+43 (0)2243 370 50 150, info@essl.museum, www.essl.museum
Opening hours: DI – SO 10.00 – 18.00, MI 10.00 – 21.00
Admission: adults 9 Euro and reduced 7 Euro

Press inquiries:

Erwin Uhrmann (head), uhrmann@essl.museum, +43 (0) 2243/370 5060
Regina Holler-Strobl, holler-strobl@essl.museum, +43 (0) 2243/370 5062