



«FOR REAL!»

with San Keller, Raphaël Julliard, Norma Jeane, Tim Etchells,
Fouad Bouchoucha and Lenka Clayton & Michael Crowe

20 November 2010 until 23 January 2011

Biographies of participating artists

San Keller (1971, Bern, lives and works in Zurich) is a questioning participant and service is his medium. His works involve, stand in relationship to a counterpart, invite or are the reaction to an invitation. Through their participation those involved question the social value of art as well as the conditions of its production and presentation. San Keller's work redefines the independence of the artist with commitment. Solo exhibitions of San Keller have been shown, among other places, at the following institutions and galleries: Fridericianum, Kassel; Galerie Brigitte Weiss, Zurich; Muro-Gallery, Geneva (2010); CentrePasquart, Biel, Kunstverein Gießen (2009); Maes & Matthys Gallery, Antwerp (2008); Centre for Fine Arts, Brussels (2007). Selected group exhibitions: Taipei Biennale; Folkwang Museum, Essen; Perla Mode, Zurich (2010); Townhouse Gallery, Cairo; Arnolfini, Bristol; Weather Spoon Art Museum, Greensboro (2009); Bonner Kunstverein; Kunstmuseum Solothurn; Kunsthaus Zürich (2008); Neues Museum, Nuremberg; De Apple, Amsterdam (2007). www.museumsankeller

Norma Jeane (1962) is an alien among artists, who does not wish to be identified, owns no actual studio and often works in collaboration. Norma Jeane (the artist) was born in Los Angeles as Marilyn Monroe (the film star) died: during the night of 4th and 5th August 1962. By taking possession of someone's personal data, relinquishing a specific gender and creating an accumulation of personalities, Norma Jeane produces countless copy-paste versions of a person in which various character traits exist with and beside each other. S/he is an artist without a body and therefore without a personal biography which goes beyond his/her artistic curriculum vitae. Norma Jeane's works have been shown at various off-spaces, numerous institutions and art fairs: including in New York at MoMA, PS1 Contemporary Art Center and Swiss Institute; Palais de Tokyo, Paris; Helmhaus, Zurich; Kunstverein Freiburg; Frieze Art Fair, London; Martin Gropius Bau, Berlin; Lyon Biennale and Palazzo delle Esposizioni, Rome. www.normajeane.info

Raphaël Julliard (1979, Geneva) studied at ECAL in Lausanne and then did the postgraduate course Critical Curatorial Cybermedia at HEAD in Geneva. Since then he has, among other things, founded the Kunstraum Galerie J, improvised rock music with his band «Perroquet tout s'écroule», sold 1'000 red monochrome paintings on a single day at FIAC 2005 and brought to life Schrödinger's famous cat* through Egyptian mummification. He realised the latter project in Cairo for the Allan Kaprow retrospective in 2009 and was familiarised with the world of mummification by a specialist. Raphaël Julliard's works have recently been shown at the following institutions and galleries: Galerie 1m3, Lausanne; Centre d'Art de la Maison Pop, Montreuil (2010); Galerie Lucile Corty, Paris; Forde, Geneva; Vegas Gallery, London; CIC, Cairo; OutOfThisWorld, Montreux (2009); Sassari, Sardinia; unosunove, Rome; Synagogue de Delme, France; Casino du Luxembourg, Luxembourg (2008); shark, Geneva; */duplex/*, Geneva; Fieldgate Gallery, London and La BF15, Lyon (2007). www.raphisme.ch

*Schrödinger's Cat is a thought experiment proposed by the Austrian physicist Erwin Schrödinger in 1935. It is intended to demonstrate the incompleteness of quantum mechanics by illustrating the quantum mechanical laws of atomic objects on macroscopic level.

Tim Etchells (1962, UK) is an artist and author. He has worked in numerous contexts including as director of the world-famous performance group Forced Entertainment as

well as in various collaborations with artists, choreographers and photographers. His work includes performance, video, photography, text projects, installations and literature. His first novel, *The Broken World*, was published in 2008 and his monograph on contemporary performance and *Forced Entertainment, Certain Fragments* (Routledge 1999) is widely celebrated. In recent years Etchells has largely exhibited in the context of fine art with solo exhibitions at Gasworks and Sketch (London) and Künstlerhaus Bremen. His work has been shown at various Biennales including: Manifesta 7 in Rovereto, Italy; Art Sheffield (2008); Gothenburg Biennale (2009); October Salon Belgrade (2010) and Aichi Triennale, Japan (2010). Selected group exhibitions: Netherlands Media Art Institute, Amsterdam, MUHKA, Antwerp; Galleria Raffaella Cortese, Milan; Sparwasser HQ, Berlin; MACBA, Barcelona; The Centre for Book Arts, Canada; Exit Art, New York; and Kunsthau Graz. As part of *Legacy* Etchells had recently been *Thinker in Residence* at Tate Research and LADA in London (2009–2010). www.timetchells.com

Lenka Clayton & Michael Crowe. Lenka Clayton (1977, UK, lives and works in Pittsburgh, USA) is an artist and documentary film-maker. In her most recent projects she photographed 613 people who were mentioned in a German daily newspaper, numbered 7,000 stones by hand, filmed people aged from 1 to 100 and reorganised the 4,100 words of President Bush's «Axis of Evil» speech in alphabetical order. Among other places her works have been shown on Rathausplatz in Mannheim, public advertising billboards in Berlin, on television (*Fernsehen 4*) and at the International Documentary Festival in Teheran. – The London-based artist and writer, Michael Crowe, is known among other things for his surreal, jovial short stories in the area between artwork and pure prose. www.lenkaclayton.co.uk, www.michaelcrowe.org

Fouad Bouchoucha (1981, Marseille) studied at the Ecole des Beaux-Arts de Marseille and undertook postgraduate studies at ENBA in Lyon. He then founded the label "Le saut du tigre", which he dedicated to visual artists who work with sound and musicians who are interested in visual art. He has participated in the *Sextant et plus* show in Marseille and exhibitions at «Cirva» in Marseille and «Le Magasin» in Grenoble. The Palais de Tokyo in Paris has selected him for «Le Pavillon» in 2011/2012. hybridsound.idoo.com