

## **MEDIA INFORMATION**

### **10 YEARS KUNSTRAUM NIEDEROESTERREICH**

Join the celebration on Thursday, 3 Sept. 2015 at 7:00 pm  
in the Kunstraum Niederoesterreich, Herrengasse 13, 1010 Vienna

In 2005 a new art institution with a very unique profile opened its doors in the former canteen of the Lower Austrian Landhaus on Herrengasse 13. Outside of the traditional gallery scene and with its focus on emerging art, in the past ten years the Kunstraum Niederoesterreich has firmly anchored itself as an important venue in Viennese art life.

On Thursday, 3 Sept. 2015 the Kunstraum will celebrate its ten-year jubilee together with the performance by this year's winner of the H13 Prize for Performance. With specially created performative sculptures by Kulturdrogerie ([www.kulturdrogerie.org](http://www.kulturdrogerie.org)), sci-fi-electro-pop & disco-metal by Le Toy ([letoymusic.wordpress.com](http://letoymusic.wordpress.com)), with good-humoured garage rock by Lime Crush ([facebook.com/limecrush](http://facebook.com/limecrush)) – and hopefully with many equally so cheerful guests!

### **A space for young, experimental art**

Following the relocation of the Lower Austrian Provincial Government to St. Pölten, the province aspired to forge new paths in the mediation of contemporary art at the successor institute of the former Blaugelbe Galerie on Herrengasse. In the beginning the idea was to provide a space for young, experimental, and also controversial art. Internationally oriented, transdisciplinary, and without commercial pressure. With the courage to possibly fail as well. The highest premise: The freedom of art and the readiness to address the audience eye to eye.

### **Art mediation beyond traditional paths**

The aim was to reach a broad, interested audience, also through alliances with artistic education institutions. The Landhaus in the heart of Vienna offered ideal conditions for this ambition. A key concern of the young exhibition and project space is that inhibitions shouldn't arise in the first place. Openness and communication are central. There have been information leaflets and a specially designed catalogue format from the very start. Events in diverse formats have been added over the course of the years – workshops, discussions, symposia, and more – along with an engaged mediation programme, which, like the Kunstraum, is also happy to tread unfamiliar paths. For example, the cooperation with Prosa – Project School for All ([www.prosa-schule.org](http://www.prosa-schule.org)) and the Academy of Fine Arts Vienna where young migrants can experience art in the Kunstraum.

### **Focus on performance art**

One of the underlying requirements for the establishment of the Kunstraum was to award a prize. This led to the H13 Lower Austrian Prize for Performance, the only award in Austria for performance art. It should enhance visibility for an artistic discipline that presents special challenges to

the art world – performances cannot be exhibited and marketed in the common understanding. The quantity and quality of the submitted works have continuously increased; most recently there were approximately 100 applications. But only one can win – that’s why the Kunstraum organised a performance series that not only invites international performance artists but also the non-winners of the H13.

Previous H13 prize-winners such as Jakob Lena Knebl or Christian Falsnaes have set forth on notable artistic careers in the meanwhile. The Kunstraum also serves as a springboard for fine artists, whose works can only be viewed and not purchased here: “Many gallerists come to us,” remarks Dr. Christiane Krejs, artistic director of the Kunstraum since the beginning. The freedom from commercial constraints in combination with an openness towards the broadest range of protagonists in the art and cultural scene have made the Kunstraum a gravitation point in the capital’s cultural life.

### **Art discourse between institutionalisation and off-space**

In terms of content the Kunstraum concentrates on internationality and annual thematic focuses. In 2015, for instance, it was artistic approaches to writing and literature. In 2016 politically engaged shows and collaborations with other exhibition houses are planned. Time and again the Kunstraum invites new curators in order to present important developments and trends in a timely and high-quality manner. Also the promotion of alternative curatorial models is important to the Kunstraum: the 2014 exhibition “Dissent : Repetition” by the Open Class at the Academy of Fine Arts and the 2015 cooperation with the University of Applied Arts Vienna are exemplary projects.

In this context the focus is placed on the presentation of young artistic positions. Exhibition displays can and should be subjected to experiments. For example, in the 2012 exhibition “Wilder Raum” – the name says it all – eight artists used the Kunstraum as a space of artistic work and communication in order to productively question conventional exhibition concepts.

Krejs sees the Kunstraum, above all, as a discourse space and platform between institutionalisation and off-space: “Art includes not always being understood and loved. Art triggers many discussions and discourses – and we offer a space for this. The decisive factor is that something emerges, that both artists and audience interact in a mutually beneficial way.”

### **Contact and further inquiries:**

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Image material: [www.kunstraum.net/en/press](http://www.kunstraum.net/en/press)

Information about the profile of the Kunstraum: [www.kunstraum.net/en/kunstraum/profile](http://www.kunstraum.net/en/kunstraum/profile)

Information about the H13 Lower Austrian Prize for Performance:

[www.kunstraum.net/en/performance/h13-performance-price](http://www.kunstraum.net/en/performance/h13-performance-price)