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**Gabriel Sierra: Before Present**  
**TheY Printed It! Invitation cards, Press releases, inserts and other forms of**  
**artistic (self-) marketinG**  
**BuildinG Modern Bodies. The Art of BodYbuildinG**

November 21 2015 – February 07 2016  
Press information: Friday, November 20, 11am  
Opening: Friday, November 20, 6pm

Kunsthalle Zürich is proud to show three singular exhibitions starting November 21, 2015. *They Printed It!* is devoted to printed forms of artistic self marketing, while art historian Jörg Scheller curates the thematic exhibition *Building Modern Bodies. The Art of Bodybuilding*, dedicated to the history and mindset of bodybuilding. On the other floor Colombian artist Gabriel Sierra experiments with our perception of present, space and time, inviting visitors to live through a déjà vu experience.

«I'm interested in how space and time collide. When it happens, a small event or situation occurs in this world we know.» Gabriel Sierra, born 1975 in San Juan Nepomuceno, Colombia, lives and works in Bogotá, engages with the language of objects used and spaces occupied by people. Man-made, these rooms and things have become charged with the notions, fears and convictions that govern our lives. On the basis of design and architecture Sierra develops sculptures, spatial interventions, performances and texts, always investigating the behavior of man in relation to his environment. Sierra's works occupy the entire first floor of Kunsthalle Zürich. The show is dedicated to that moment in which a visitor steps into an exhibition space and sees the show for the first time. *Before Present* looks at the déjà vu, that surprising and eerie moment in which past and present seem perfectly aligned.

*They Printed It!* focuses on invitations, press releases, and inserts made by artists. These apparently unimportant items are frequently overlooked and carelessly discarded. They are used for announcements and self-marketing, and are sometimes also artworks in their own right. As a space for experiments they enticingly promise to spread art almost unnoticed among the masses. Artists such as Maria Eichhorn, Louise Lawler, Martin Kippenberger, Pierre Leguillon, Jonathan Monk, Albert Oehlen, Michael Riedel, and Heimo Zobernig have systematically worked with this medium and made productive use of the contradictions on which it is based. Conversely, galleries such as Bruno Bischofberger, neugerriemschneider, Matthew Marks, The Modern Institute, and institutions such as agnès b., Les Complices\*, Low Bet, Message Salon, New Jerseyy, Ringier with his annual reports, the Swiss Institute, and Kunsthalle Zürich along with the advertising industry have used similar approaches in their means of communication. At Kunsthalle Zürich, in cooperation with Zurich based collector Christoph Schifferli, numerous invitations, press releases, and printed materials will be spread across the walls, exhibited in display cases, and stored in boxes. Everyone is invited to help create the online archive theyprintedit.com. As our visitor, you will be requested to be part of the project by choosing invitation cards, uploading them to our archive blog, and adding your own comments. The aim is to build an archive at the museum through a dialogue of many different voices, which will be accessible worldwide online beginning in mid-November.

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Why did humans start shaping their bodies as if they were both sculptor and sculpture? When and with whom did this «iconic turn» of western body culture take place? In how far is the hybrid, hyperbolic culture of bodybuilding of the postmodern linked to the fine arts? And what does it mean when workouts are once again branded as «functional» and the bearded hipster doing squats resembles old German «gym daddy Jahn»? The exhibition *Building Modern Bodies. The Art of Bodybuilding*, curated by Jörg Scheller, art historian, lecturer at Zurich University of the Arts and bodybuilding expert, comes complete with films, drawings, a pump station, lectures between gym equipment and panel discussions.

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We are happy to provide additional information and digital visual material:  
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## Theory & Programs

The various topics, impressions and experiences engaged by the upcoming three exhibitions will be furthered in a broad spectrum of theory and education events: Gabriel Sierra puts the inversion of temporal perception on the agenda; on the last day of the exhibition he and his guests will discuss what has been on show and what else could be in the future. The research in preparation and during *They Printed It!* was carried out by a working group. A day after the exhibition opening we will be opening those discussion to the public, together with additionally invited artists and experts. A series of seminars, special displays, book presentations, and conversations will further the debate. The possibility to individually discuss with one of the four young artists present each day of the exhibition may result in ad-hoc contributions to the online-archive. Art enlived and enacted is crucial to Jörg Scheller's *Building Modern Bodies* too. On the opening night performances by professional bodybuilders give insight into their competition posing. An evening of lectures by sport scholars and scientists as well as several private trainings with the curator seek to shed light onto the physical potencies at stake. Another sports highlight are regular yoga classes in the exhibition. That all this will create diverse yet not disparate experiences and insights is emphasized by a number of guided tours throughout all three shows, led for adults by their respective producers, and for families and school classes by our new team of art educators.

### Building Modern Bodies. The Art of Bodybuilding

**Performance** - With Toni Bellaroba (Bodybuilder)  
Friday, 20.11., 7.30-8.00 pm

**Performances & Lectures** - With Toni Bellaroba (Bodybuilder), Andreas Müller (Natural Bodybuilding Expert), Jörg Scheller (Exhibition Curator), Kathrin Schulz (Scholar of Sports)  
Saturday, 16.01., 3.00-4.30 pm (in German)

**Family Workshop** - With Lorenz Hegi & Seline Fülcher (Art Educators)  
Sunday, 29.11., 3.00-5.00 pm (in German)

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## They Printed It!

**Symposium** – With Barbara Preisig (Art Historian), Daniel Baumann (Director Kunsthalle Zürich), David Platzker (Curator Museum of Modern Art New York), Michael Riedel (Artist), Christoph Schifferli (Expert and Collector)

Saturday, 21.11., 11.00 am – 5.00 pm

### Seminars

– With Martin Jaeggi (Critic and Curator) & Marianne Müller (Artist), Zurich University of the Arts

Monday, 23.11. – Friday, 27.11., 11.00 am – 5.00 pm (in German)

– With Simon Baier (Art Historian), Institute for Art History at Zurich University

Tuesday, 24.11. / 01.12. / 08.12., / 15.12., 2.00–3.45 pm (in German)

– With Michael Birchall (Art Historian and Curator), Curating Program at Zurich University of the Arts

Saturday, 05.12., 11.00 am – 5.00 pm

### Book presentations

– Swiss Awards 2015, with Léa Fluck (Curator), Chus Martínez (Curator and Director Institut Kunst, Basel), Alain Quemin (Sociologist), a.o.

Tuesday, 24.11., 7.00–8.30 pm

– Nieves & Innen Library, with Benjamin Sommerhalder & Aaron Fabian (Publishers and Graphic Designers)

Thursday, 17.12., 6.00–7.00 pm

### Talks

– With Alexandra Blättler (Curator and Critic) & Julia Moritz (Curator Theory & Programs Kunsthalle Zürich)

Thursday, 26.11., 6.00–7.00 pm (in German)

– With Martin Jaeggi (Critic and Curator) & Marianne Müller (Artist), Zurich University of the Arts

Thursday, 03.12., 6.30–7.30 pm (in German)

– With Arthur Fink (Art Historian & Curator)

Thursday, 14.01., 6.30–7.30 pm (in German)

### Publication

The project is accompanied by a thematic edition of the journal [on-curating.org](http://on-curating.org), edited by Dorothee Richter and Maja Wismer.

### Working group

Simon Baier, Michael Birchall, Martin Jäggi, Marianne Müller, Barbara Preisig, Christoph Schifferli, Dorothee Richter, Maja Wismer und others; Educators: Jan Hofer, Flora Klein, Sally Schonfeldt, Thomas Schlup

### Gabriel Sierra

Artist talk, guided tour, finissage drinks – with Daniel Baumann (Director Kunsthalle Zürich), Gabriel Sierra (Artist) and special guests, Sunday, 07.02., 3.00–5.00 pm

### Guided tours

– With Daniel Baumann, Flora Klein (Artist), Jörg Scheller, followed by private trainings with Jörg Scheller  
Thursday, 10.12., 6.30–7.30 pm (in German)

– With Daniel Baumann, Jan Hofer (Artist), Jörg Scheller, followed by private trainings with Jörg Scheller  
Sunday, 13.12., 3.00–4.00 pm (in German)

– With Daniel Baumann, Sally Schonfeldt (Artist), Jörg Scheller, followed by Pop Up Yoga  
Thursday, 07.01., 6.30–7.30 pm (in German)

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#### Workshops for school classes

90 min., booking on request: Lorenz Hegi & Seline Fülischer (Art Educators), kids@kunsthallezurich.ch  
With kids and teens we explore the exhibition playfully. Please provide your 2-3 preferred dates, the name of course school, the size of your group, and your mobile number for the booking.

We are happy to arrange special guided tour and workshop requests, also in English: info@kunsthallezurich.ch.

Free entry to all events.

#### Pop Up Yoga - With Deddou Burkhard

Wednesday, 16.12., 7.00-8.30 pm Workshop: Magical Yoga Alchemy - Sex Dust (by POP UP YOGA & biomazing.ch), 25 CHF / Thursday, 07.01., 8.00-9.30 pm, 25 CHF / Tuesday, 12.01., 7.00-9.00 pm Beginner Yoga (120 min.), 35 CHF

Tuesday, 26.01., 7.00-9.00 pm Advanced Yoga (120 min.), 35 CHF / Tuesday, 02.02., 7.00-8.30 pm Friend Yoga, 25 CHF

#### Opening Hours

Tue/Wed/Fri 11 am – 6 pm, Thur 11 am – 8 pm, Sat/Sun 10 am – 5 pm, Mo closed  
Holidays: December 24 & 31: until 4pm, December 25: closed, December 26: 10am-5pm,  
January 1 & 2: 10am-5pm

Please consult the up-to-date information on our website: [www.kunsthallezurich.ch](http://www.kunsthallezurich.ch)

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Partnerin



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