

## HOW TO COOK A WOLF (PART 6): KUNSTHALLE ZÜRICH, FROM 26. JANUAR 2008

### BERNADETTE CORPORATION JOSEF STRAU

Originally used in the field of Natural History, the word 'monograph' meant a separate treatise on a single species, genus, or larger group of plants, animals, or minerals. Very soon after, it came to be almost exclusively associated with a text dedicated to a single artist. Even today, the artist's monograph retains its traditional capacity to construe analogies between an artist's life and work, its recognition of authorship as the cipher of subjectivity in motion, a belief in artistic creation as the site of a birth to presence, and the idea of a commingling of artistic and existential realms. The exhibition *Josef Strau* is the first of a series of monographs by Bernadette Corporation dedicated to individual artists of our time. As the author of such works, Bernadette Corporation attempts to elaborate unforeseen spaces of subjectivization, ours and theirs, displacing the idea of the artist across monographic limits which have to be renegotiated each time.

*'FENDI LIFE ESSENCE'*

*FENDI LIFE ESSENCE  
FENDI LIFE ESSENCE  
IS REALLY GOOD*

*You only get it in the KDD  
You can't get it somewhere else*

*And what good does all the research  
of the Impressionist do then,  
when they never got the right person  
to stand near the tree  
when FENDI LIFE ESSENCE blows from the sea  
into the pale of the cliff of the crazy child's face?*

- J.S.

Bernadette Corporation's exhibition *Josef Strau* takes as its starting point Strau's ad-like poem about a failed product, *FENDI LIFE ESSENCE*. The latter artist's signature floor and table lamps have been replaced by video monitors, mediating and reformatting Strau's work as a sort of perfumey television advertisement by Bernadette Corporation. Other new works are based on recent texts by Strau and on installation views of his 2007 exhibition *Voices* (Galerie Daniel Buchholz, Cologne).

Recent Bernadette Corporation exhibitions include *Multiplyplex* at Kunstlerhaus Stuttgart, 2007, *King Kong* at Hamburger Kunstverein, 2006, and *Bernadette Corporation* at Witte de With, 2005. Bernadette Corporation was also included in the *Whitney Biennial 2006: Day for Night*, 2006, and *Shandyism, Secession*, Vienna, 2007. In 2007, Bernadette Corporation's book *Eine Pinot Grigio, Bitte* was published by Sternberg Press.

**List of works**

**Front room:**

*Galerie Buchholz, October 2007, 2008*

DVD, 4:30 min., exhibition documentation with video filters – Earthquake, Slit Scan, Insect Eye, Line Art, Dazzle

*JS, 2008*

Customized monitor with DVD exhibition documentation 4:30 min. loop, stack of black and white Xeroxes

**Back room:**

*Fendi Film (Life Essenc), 2008*

5 DVDs, 3:30 min., on 5 monitors

*Art Action Group Projection, 2008*

Projected text on Video CD