

# Parabol Art Magazine

**PROJECT INFORMATION**

SEP 2012

# Parabol Art Magazine

**PARABOL SPECIAL EDITION #2 »THE IN TRANSIT ISSUE«  
ON OCCASION OF THE FIFTH ANNIVERSARY OF KUNSTQUARTIER HOSPIZ  
CURATED BY CHRISTIANE MEYER – STOLL (VADUZ)**

In Transit is the title of this special edition of Parabol Art Magazine. It is being published to mark the fifth anniversary of Kunstquartier Hospiz, an initiative founded by Florian and Ursula Werner in St. Christoph am Arlberg. Over the course of these five years, Florian Werner has also converted the hotel into an exhibition venue, launched an artist in residence programme combined with an art award, and established a gallery site in Bregenz. He has succeeded in making art a defining feature of his overall hotel activities and thus in turning the Arlberg Hospiz Hotel into a unique location.

In Transit highlights a topic emblematic of Florian Werner's work as a hotelier but also of his passionate exploration of art. Florian Werner is literally in transit. The location of the Hospiz itself, along with all of its art activities, is a transitory one. Situated on a trail over an Alpine pass, it has for centuries served those crossing the pass as a place for shelter and accommodation. Using art as a vehicle, Florian Werner taps into a constant source of reflection inherent in this location, which is experienced both as an Alpine site of transit and heteronomy and as a hospitable haven. Becoming fully aware of this place and its conditions requires discomfiture and disturbance: artistic interventions, for example, that interfere with physical spaces, redefine places, provoke different ways of seeing things, and invite surprising perspectives. It is precisely this potential of art that is manifested in the Arlberg Hospiz Hotel. It is ingrained in the structure of the hotel by means of permanent artistic interventions and traces, consistently giving rise to new stories in the long corridors of the hotel.

Florian Werner's occupation with art means that he too is in a transitory process, a process that takes him, together with section.a, from handling art in a purely passionate manner to dealing with it in a passionately professional manner, inspiring him to embark on ever new, astonishing projects both in and on the mountain with courage and vision.

In this respect, the special edition of Parabol Art Magazine also serves as a transistor – an amplifier and “sounding board” for his future art activities.

section.a

Companion of Kunstquartier Hospiz and editor of Parabol

Presentation

VIENNAFAIR 2012 – The New Contemporary / September 20 – 23, 2012 / Messeplatz 1 / 1020 Vienna

Participating artists

Francis Alÿs / Ovidiu Anton / Siegrun Appelt / Leni Hoffmann / Christian Jendreiko / KIMSOOJA / Jochen Lempert / Klara Lidén / Kristine Osswald / Rivane Neuenschwander / Simon Wachsmuth

Basics information

Date of issue: September 2012 / Print run: 2.000 / Price: 25 Euro / Format: 580 × 400 mm

Paper: Hello matt / Size: 60 pages + paper bag / Print: sheet - offset

# Parabol Art Magazine

**PARABOL ART MAGAZIN #6 »THE DON'T YOU DARE – ISSUE«**

**CURATED BY SECTION.A (VIENNA)/ KATHARINA BOESCH, ALEXANDRA FEICHTNER,  
CHRISTINE HAUPT-STUMMER, ANDREAS KRIŠTOF**

This sixth issue of the Parabol Art Magazine, entitled »don't you dare«, combines fourteen artistic positions exploring the theme of transcending seemingly established boundaries. Social norms are expressed in specific rules which, in turn, stipulate clear forms of behaviour in certain social situations. "Don't you dare" is both a warning and an invitation, a threat and a temptation to break with these rules. The range of artistic contributions, answers and instructions has a wide spread.

The artists invited to take part break culturally and religiously defined codes of behaviour, challenging traditional images of the body and parodying family structures. They ignore respect for privacy and put everyday, personal transgressions into the limelight. They infiltrate the art system and instrumentalise other art works, they misappropriate the magazine for a call for sponsors, they devise drastic forms of representation in order to focus on power relations, and they incite people to commit a criminal act.

Most of the artistic contributions were specially conceived for the magazine. section.a is curating Parabol Art Magazine on its tenth anniversary, thus documenting several years of focusing in depth and passionately on contemporary artistic practices and strategies and their communication to sections of society with no affinity for art – often involving a certain »don't you dare«.

## Participating artists

Maria Anwander / Miriam Bajtala / Rainer Ganahl / Nilbar Güreş / Marlene Haring / Marlene Hausegger / Hund & Horn / Tatiana Lecomte / Ernst Logar / Michail Michailov / Markus Schinwald / Steinbrener/Dempf / Gerhard Tremli / Gregor Zivić

## Basics information

Date of issue: November 2011 / Print run: 1.000 / Price: 25 Euro / Format: 580 × 400 mm  
Paper: EOS Design / Size: 52 pages + paper bag / Print: sheet - offset

# Parabol Art Magazine

## **PARABOL ART MAGAZINE #5 »THE WHERE DO YOU COME FROM ISSUE« CURATED BY YILMAZ DZIEWIOR (BREGENZ)**

The »Where do you come from issue« deals with the subject of »Origin«. The open, ambiguous nature of the question permits, or indeed provokes, a host of possible answers. The main underlying issue is the extent to which socialisation affects artistic production and how, for example, one's »home(land)« moulds later developments, with regard to both the artist's personality and work. The work may negotiate childhood and youth, the lives of one's parents, or, more generally, events of generations gone before.

How is cultural identity manifested in times of global movements, and what does it mean to be born and grow up and to live in Cluj, Düsseldorf, Los Angeles, Seoul or Tel Aviv? The artists featured in this issue were invited not only because of their general interest in the above topics, but also because their work recurrently deals in special ways with image production and arranging found or self-made visual material. All contributions were selected especially for the magazine.

### Participating artists

Yael Bartana / Carol Bove / Simon Denny / Hans-Peter Feldmann / Luis Jacob / Sung Hwan Kim / Victor Man / Tris Vonna-Michell / Ed Ruscha / Dirk Stewen / Danh Vo / Haegue Yang

### Basics information

Date of issue: May 2010 / Print run: 1.500 / Price: 25 Euro / Format: 570 × 420 mm

Paper: Scheuffelen, Job Parilux matt / Size: 52 pages + paper bag / Print: sheet - offset

### About Yilmaz Dziewior

Yilmaz Dziewior, born 1964 in Bonn, Germany, has been the director of the Kunsthau Bregenz since October 2009. He studied art history in Bonn and London and wrote his PhD thesis on Mies van der Rohe. His texts have been published regularly in Artforum, Camera Austria and Texte zur Kunst. He has written catalogue essays for artists such as Cosima von Bonin, Michael Hakimi, David Maljkovic, Marcel Odenbach, Jack Pierson, Bojan Sarcevic and Rosemarie Trockel.

As a freelance curator he worked for the Museum Ludwig in Cologne on a project by Sarah Lucas (1997) and was responsible for the contemporary part of the exhibition »Art Worlds in Dialogue. From Gauguin to the Global Present« (1999/2000). From 2001 to 2008 he was the director of the Kunstverein in Hamburg, where he presented projects and exhibitions e.g. by Andrea Fraser, Jack Goldstein, Bodys Isek Kingelez, Louise Lawler, Paul McCarthy and Cildo Meireles.

From 2003 to 2009, parallel to his directorship at the Kunstverein, he worked as a professor of art theory at the Hochschule für bildende Künste in Hamburg (Art Academy Hamburg).

His most recent publication is the reader »Wessen Geschichte. Vergangenheit in der Kunst der Gegenwart« (Whose History. The Past in Present Art), Jahresring 56, Jahrbuch für moderne Kunst, Verlag der Buchhandlung Walther König.

# Parabol Art Magazine

## **PARABOL ART MAGAZINE #4 »THE VALUE ISSUE«**

**CURATED BY ELSY LAHNER (WIEN) UND JASPER SHARP (LONDON)**

For this issue, the value issue, of Parabol, curators Elsy Lahner and Jasper Sharp invited international artists to explore the constructs of value and its relevance to their own practice. The concept of value is shown in all its many guises: material and financial, personal and collective, virtual and supposed.

24 carefully selected artists have either provided some of their older works or created new ones for Parabol. In different techniques the wide range of this theme is shown. Some of these works even try to respond to the turmoil currently afflicting societies and markets across the world.

### Participating artists

Luchezar Boyadjiev / Christian Capurro / Maurizio Cattelan / Anetta Mona Chisa & Lucia Tkacova / Plamen Dejanoff / Maria Eichhorn / Nikola Hansalik / Pablo Helguera / Michael Huey / Bethan Huws / Michael Landy / Glenn Ligon / Daniel Joseph Martinez / Michail Michailov / Roman Pfeffer / Santiago Sierra / Nedko Solakov / SOSka Group / Haim Steinbach / Michael Stevenson / Kamen Stoyanov / SUPERFLEX / Adrian Williams / Carey Young

### Basics information

Date of issue: May 2009 / Print run: 1.500 / Price: 25 Euro / Format: 570 x 420 mm

Paper: Scheufelen, Job Parilux matt / Size: 60 pages + protective plastic bag / Print: sheet- offset

### About Elsy Lahner

Elsy Lahner, born 1975 in Frankfurt, Germany, is a curator and organizer of various exhibition projects, focused on contemporary arts and the cultural temporary use of urban space. Since 2006, her exhibition series Space Invasion is taking place twice a year at varying venues in Vienna. Together with Alexandra Grausam she was founder of das weisse haus, Vienna, which they are both managing since 2007. With Georg Russegger and with regard to the Austrian-Japan Year 2009, she initiated O.F.F. – O-sutoria Freespace Foundation, a platform for art and knowledge transfer based in Vienna and Yokohama. Currently, she is curator-in-residence at the Academy of Fine Arts Vienna.

### About Jasper Sharp

Jasper Sharp, born 1975 in London, England, is a writer and curator based in Vienna. He worked from 1999-2005 at the Peggy Guggenheim Collection, Venice, where he was responsible for all temporary exhibitions, collection installations and contemporary projects including the U.S. Pavilion at the Venice Biennale. In 2006-7 he was a curator at Thyssen-Bornemisza Art Contemporary, Vienna, and has since been engaged in a series of independent curatorial, lecture and writing projects. He recently edited a monograph for JRP|Ringier on artist Arcangelo Sassolino and wrote catalogue essays for the Secession, Vienna, and the Neue Nationalgalerie, Berlin. Forthcoming projects include the exhibitions A Despot in Flora's Garden for Simon Preston Gallery, New York, and John Gerrard: Animated Scene, a collateral event at the 53rd International Art Exhibition, La Biennale di Venezia.

# Parabol Art Magazine

## **PARABOL ART MAGAZINE #3 »THE YOU-AS-ME ISSUE« CURATED BY CAY SOPHIE RABINOWITZ (BASEL / NEW YORK)**

Cay Sophie Rabinowitz invited international artists to explore cultural exchange, otherness, and the self as a site of projection (as in the image of a mirror image of images).

Like a scrapbook, the sequences document attempts to negotiate and position artistic and critical identity in relation to professional, cultural, sexual, and gender constructions. The artists she invited in this issue may become a record of her own identity. In the unconventionally expanded format, the expanded field in which Rabinowitz sees herself can include a construction conceived by and through others. Parabol's contents seem to be a series of images hiding more than revealing her, »true« self.

### Participating artists

avaf / Ellen Birrell / Carolina Caycedo / Christian Jankowski / Dane Mitchell / Aura Rosenberg / Collier Schorr / Humberto Vélez / Hsuan Hsuan Wu

### Basics information

Date of issue: January 2008 / Print run: 1.500 / Price: 25 Euro / Format: 570 x 420 mm / Paper: Schneidersöhne PlanoArt / Size: 52 pages + protective paperbag / Print: sheet offset

### About Cay Sophie Rabinowitz

Cay Sophie Rabinowitz has always aimed to maintain an actively informed yet also independent and non-symbiotic relationship with artists and presentations of artists' work. As a faculty member in the graduate program of Parsons The New School for Design (2000-2007), and as Senior Editor of the international contemporary art publication *Parkett* (1999-2007), her involvement can best be described as that of a participant observer, a term introduced in the 1930s by Marcel Mauss' ethnography. In other words, Rabinowitz consistently tries to maintain an intimately informed yet actively autonomous perspective on the activities she produces, directs, records, and critiques. Having earned a BA in Philosophy and Literature from Reed College in 1989, Rabinowitz went on to study with Jean Francois Lyotard in the PhD program of Comparative Literature at Emory University in 1991. She then relocated to Berlin to do research on the diverse uses of photomontage (some resisted, others promulgated the rise of fascism) and encountered the work of Hannah Hoeh, who, unlike John Heartfield, did not publish propaganda works to radically counter that of the emerging fascist regime nor did she emigrate out to escape the situation. The way Hoeh stayed close but not involved (moving only to the outskirts of Berlin and responding to current events by selecting and repositioning fragments from periodicals) allowed her to gradually produce the prolific body of work, which became an important precedent for Rabinowitz. This participant observer's perspective—from within yet also somewhat afar—has been revealed in Rabinowitz' writings in a wide range of periodicals, including, *Afterall*, *Artforum*, *Art Papers*, *Boiler*, *Parkett*, *Sculpture*, *Texte zur Kunst*, *X-tra*, and even newspapers such as the *Frankfurter Allgemeine Zeitung* and the *Financial Times*. Over the past decade, Rabinowitz has published texts on artists in numerous books and catalogues, most recently on Amy Adler (Twin Palms Press, 2005), Fiona Banner (Vanity Press / Power Plant, 2007), Sanford Biggers (Grand Arts, 2007), Nathan Carter, (Ester Schipper, 2006), Sabine Hornig (Hatje Cantz, 2006), Julie Mehretu (Hatje Cantz, 2006), Sarah Morris (Aurel Scheibler, 2005), and Erik Schmidt (Hatje Cantz, 2006), among others.

# Parabol Art Magazine

## **PARABOL ART MAGAZINE #2 »THE DISPLACEMENT ISSUE« CURATED BY AMI BARAK (PARIS)**

»The Displacement Issue« is a Parabol issue that brings together artists displaying pieces and ideas that are atypical, unrepresentative or even antithetical to the work for which they are best known. By reversing expectations through this presentation of the unexpected, the unfamiliar, the unknown, the peculiar, this issue is both a revelation and a challenge to the ideas we readily impose on exhibiting contemporary works of art.

Essentially, the aim of Displacement is to focus on art's specific ability to point out what we do not know, as well as allowing us to recognize what we do. As a strategy, this highlights the increasing importance attached to an artist as a personality, rather than focusing on their practice or the qualities of their individual pieces of work. Further, what will be presented only supports a somewhat unknown representation of the artist's output, which will and conversely increase interest in further exploration of his personality.

Now Parabol opens up more than visual space for its select artistic points of view and goes out over the threshold of the visible. In the second edition, the American artist Ben Kinmont challenges the reader's sense of smell with his centrefold display, using an especially produced extract of lavender.

Peter Kogler designed the subject for the packaging on the basis of his most recent motifs and, with the limited edition of the magazine, it emphasizes the role of Parabol as a collector's piece.

### Participating artists

Adel Abdessamed / Boris Achour / Maja Bajevic / Pierre Bismuth / Ulla von Brandenburg / Mircea Cantor / Carsten Höller / Ben Kinmont / Peter Kogler / Zbigniew Libera / David Malijkovic / Valérie Mrejen / Melik Ohanian / Roman Ondak / Dan Perjovski / Joe Scanlan / Simon Starling / Kerry Tribe

### Basics information

Print run: 1.500 / Format: 570 x 420 mm / Paper: Schneidersöhne PlanoArt, 170g

Size: 56 Pages + protective plastic bag with sujet by Peter Kogler / Print: sheet offset

### About Ami Barak

Born 1953, works in Paris, art curator, art critic, teacher.

Head of the Visual Art Department, City Council, Paris (Department de l'Art dans la Ville); Member of Aica - International Association of Art Critics, France; Lecturer - Art Department Paul Valéry University Montpellier, France; Former President of IKT - International Association of Contemporary Art Curators (2002 - 2005); Former Director of Frac Languedoc-Roussillon (Fonds regional d'art contemporain), Montpellier 1993 - 2002. He curated numerous group and solo exhibitions of contemporary art in the last ten years.

Barak has published numerous essays in different art magazines, texts in catalogues and has given lectures and talks in many symposia in France and abroad. He is well known for having developed the concept of the »emergent scene« in the contemporary art.

# Parabol Art Magazine

## **PARABOL ART MAGAZINE #1 »THE SUPPLEMENT ISSUE« CURATED BY DANIEL BAUMANN**

For the first issue of Parabol Art Magazine, Daniel Baumann of Basel invited artists who work as publicists in addition to their artistic activities. In this way Baumann took up the topic of distribution as well as the discussion about the apparently ideal free space of an art journal. The difference between the works of art of the artists and their publications was the topic of discussion. To emphasise this and the publishing characteristics of Parabol, five fanzines, which are specifically made for this issue, were attached.

### Participating artists

Céline Duval / Christian Egger / Manuel Gorkiewicz / Wade Guyton / Christian Mayer / Yves Mettler / Mai-Thu Perret / Seth Price / Michael S. Riedel / Magda Tothova / Ruth Weismann / Alexander Wolff

### Basics information

Print run: 2.000 / Format: 597 x 420 mm / Paper: Gutenberg, 150g / Size: 48 Pages + protective plastic bag / Print: sheet offset

### About Daniel Baumann

Born 1967, lives in Basel, Switzerland. Art historian, freelance curator, and art critic for Kunst-Bulletin, Parkett, Tate ETC., Camera Austria, Spike Art Quaterly et al; he also is the curator of the Adolf Wölfli- Foundation, Museum of Fine Arts Bern (since 1996) and the curator of Nordtangente-Kunsttangent, a project for art in public space in Basel, Switzerland (since 2001).

# Parabol Art Magazine

## **PARABOL SPECIAL EDITION #1 »THE RECOLLECTION ISSUE«**

### **A PERSONAL VIEW ON THE ESSL COLLECTION**

#### **CURATED BY PHILIPP KAISER (BASEL / LOS ANGELES)**

Parabol Special Edition »The Recollection Issue« is the first special edition of Parabol Art Magazine on occasion of the 35th anniversary of the Essl Collection in Austria. Agnes and Karlheinz Essl's enthusiasm for innovative approaches and an interest in unconventional methods of communicating art were the key factors in offering another extraordinary insight into the collection in the form of Parabol Special Edition.

Based on the concept of Parabol Art Magazine, for Parabol Special Edition »The Recollection Issue«, the Swiss curator Philipp Kaiser (Basel/ L.A.) was invited to present his very personal view on the collection in a two-dimensional space. By emphasising marginal zones or interfaces of the inventory, Philipp created an impressive pictorial story, which also highlights central aspects of the collection as well as the actual practice of collecting. In general Parabol Special Editions offer an outstanding framework for the singularity of art collections, museums and art institutions by providing a surprising glance from outside.

#### Participating Artists

Donald Baechler / Ross Bleckner / Herbert Brandl / Valie Export / Peter Fischli & David Weiss / Günter Förg / Candida Höfer / Siggi Hofer / Jörg Immendorff / Birgit Jürgenssen / Johanna Kandler / Mike Kelley / Martin Kippenberger / Alfred Kubin / Maria Lassnig / Sol LeWitt / Morris Louis / Paul McCarthy / Jonathan Meese / Hermann Nitsch / Albert Oehlen / Gabriel Orozco / Katrin Plavcak / Sigmar Polke / Daniel Richter / Gerwald Rockenschaub / Dieter Roth / David Salle / Alfons Schilling / Markus Schinwald / Cindy Sherman / Esther Stocker / Thomas Struth / Rosemarie Trockel / Franz West / Heimo Zobernig / Zuzhou Zuoxiao & East Village, Performance Artists

#### Basics information

Print run: 2.500 / Format: 540 x 420 mm / Paper: Schneidersöhne, PlanoArt / Size: 56 Pages

#### About Philipp Kaiser

Since March 2002 Curator at Museum für Gegenwartskunst Basel; since March 2007 Curator at Museum of Contemporary Art (MOCA), Los Angeles; Various Publication Contributions and Reviews for Artforum, Kunst-Bulletin, Camera Austria, and Parkett ; 2004-2006, Lectureship in Theory of Art at the Academy of Fine Arts Karlsruhe, Germany; since 2005 Member of the Advisory Board ‚Verbund Collection‘ Vienna.

# Parabol Art Magazine

## THE MAGAZINE

Parabol Art Magazine is an international periodical for contemporary art in English language, a project by the design agency section.d (Max Haupt-Stummer, Robert Jasensky), the art consultancy section.a (Katharina Boesch, Christine Haupt-Stummer) and Art Director Chris Goennawein. Each issue is produced by a curator. Each curator's task is to examine a contemporary phenomenon in pictures and words on the basis of artistic points of view.

Parabol Art Magazine focuses on the representation of contemporary art in graphic space. Over a period of time, the total pattern created by all of the issues will result in a reflection of central spotlights of contemporary art production, like a two-dimensional exhibition. With its notorious size, the image itself is the main focus of the publication.

## THE FORMAT

The formatting attributes of Parabol are quite unlike those of conventional magazines. With its size of 59.4 × 84.1 cm, corresponding to DIN A1 (folded out), the image is in the foreground of the publication. Printing with sheet offset is reminiscent of the printing quality and general appearance of an art catalogue. In this regard, Parabol deviates visibly from the customary production values of a magazine.

## THE PEOPLE BEHIND

Parabol Art Magazin has its origins in the symbiosis of the design agency section.d (Max Haupt-Stummer, Robert Jasensky) and the art consultancy section.a (Katharina Boesch, Christine Haupt-Stummer). With the combination of a design office and an art office, the ideal conditions for synergetic effects are at hand, in order to realise a magazine like Parabol. The meeting point of these two agencies is Project Initiator and Art Director Chris Goennawein.

## THE CURATORS

Art Magazine #1	Daniel Baumann, Basel
Art Magazine #2	Ami Barak, Paris
Art Magazine #3	Cay Sophie Rabinowitz, Basel
Art Magazine #4	Elsy Lahner, Wien und Jasper Sharp, London
Art Magazine #5	Yilmaz Dziewior, Bregenz
Art Magazine #6	section.a, Vienna
Special Edition #1	Philipp Kaiser, Basel / Los Angeles
Special Edition #2	Christiane Meier—Stoll, Vaduz

# Parabol Art Magazine

## THE MARKET

With regard to »nice-to-have« and »need-to-have«, Parabol will cover the content and design of both profiles with its high level of quality. The publication will be available from select book and museum shops as well as through [www.parabol.org](http://www.parabol.org). The website is also designed to be a supplementary information platform.

## THE AWARDS

Designpreis der Bundesrepublik Deutschland 2010 / Parabol Art Magazine #3  
Joseph Binder Award / Editorial Design / Parabol Special Edition #1  
Red Dot Design Award / Nomination / Editorial Design / Parabol Art Magazine #3  
Art Directors Club Germany / Award / Editorial Design / Parabol Special Edition #1  
One Club Design Award / Merit Award / Publication Design / Parabol Special Edition #1  
Creative Club Austria / Silver / Editorial Design / Parabol Special Edition #1  
Epica Awards / Shortlist / Parabol Special Edition #1  
Red Dot Design Award / Best of the Best / Parabol Special Edition #1  
One Club Design Award / Bronze Pencil / Publication Design / Parabol Art Magazine #2  
Art Directors Club Europe / Nomination / Graphic Design / Parabol Art Magazine #2  
Creative Club Austria / Silver / Editorial Design / Parabol Art Magazine #2  
Berliner Type / Diplom Design / Parabol Art Magazine #1  
Creative Club Austria / International Award for Graphic Design / Parabol Art Magazine #1  
Deutscher Designer Club Germany / Bronze / Editorial Design / Parabol Art Magazine #1  
Red Dot Design Award / Editorial Design / Parabol Art Magazine #1  
Joseph Binder Award / Editorial Design / Parabol Art Magazine #1  
London International Award / Graphic Design / Parabol Art Magazine #1  
Epica Awards / Editorial Design / Parabol Art Magazine #1  
Summit International Award / Gold / Graphic Design / Parabol Art Magazine #1

# Parabol Art Magazine

## THE CONTACT

Parabol Art Magazine  
c/o section.a  
Praterstr. 66  
1020 Wien  
T +43 1 713 2432 – 45  
F +43 1 713 2432 – 44  
office@parabol.org

Distribution Austria / Switzerland / Germany:  
Vice Versa Vertrieb  
Immanuelkirchstr. 12  
10405 Berlin  
T +49 30 616 092 36  
info@vice-versa-vertrieb.de

Website:  
[www.parabol.org](http://www.parabol.org)