

Hilde Fuchs Shiro Masuyama *Recording*

From March 13 to April 11 2008
Opening Wed, March 12, 7pm
Opening hours Tue to Fri, 1 to 6 pm

Galerie IG Bildende Kunst
Gumpendorfer Straße 10–12, 1060 Wien
T +43(1) 524 09 09
galerie@igbildendekunst.at
www.igbildendekunst.at

Text Editing: Dagmar Höss
Text: Hartwig Knack
Translation: Tim Sharp
Photos: Hilde Fuchs, Walter Lauterer, Shiro Masuyama
Graphik Design: Toledo i Dertschei
Printed by: REMAprint, Wien



Hilde Fuchs
Kodierung [Coding]
2002



galerie IGBILDENDEKUNST

Hilde Fuchs Shiro Masuyama *Recording*

Opening: Wed, March 12, 7pm
From March 13 to April 11 2008
In cooperation with AIR artist-in-residence Krems
Curated by Dagmar Höss and Hartwig Knack

Recording

To a great extent the art of Hilde Fuchs, graduate of the Vienna University of Applied Arts, and that of Shiro Masuyama lives from the interaction with their public. In the present, joint project both the Viennese and the Japanese artist, a temporary resident of Berlin, tread paths that usually remain hidden – in a literal sense.

Shiro Masuyama lives and works in Berlin and Kanagawa, Japan and, in the spring of 2008, worked for three months in Krems as an artist-in-residence. Masuyama who was born in Tokyo in 1971 can look back on international experience and a series of studio scholarships. In the past he has been able to enjoy residencies in, for example, Hong Kong, Dublin, New York, Berlin and Barcelona. Masuyama's room installations and interventions in public spaces are impressive and involve the exhibition public or chance passers-by in his work in order to examine the social and societal function of the art world in an ironic way.

In his current project "Moving (from Krems to Vienna)" he sends a solidly-built wooden crate from Krems to Vienna with a transport company. Inside the crate, however, there is only a hidden video camera that, unnoticed, records the entire journey. However Masuyama's basic intention of capturing images of those coincidentally involved with his artwork, of showing an art transport from an, up till now, unknown perspective as well as documenting the journey of the crate as a cooperation between the Krems Artist-In-Residence Programme and the IG Bildende Kunst Gallery undergoes a drastic heightening because, should there be a security check,

the camera and batteries in the crate could give the impression of being a bomb and thus a terrorist provocation.

In this exhibition, under the title "Kodierung [Coding]", Hilde Fuchs (born in 1964) is showing a documentation of a 7-day experiment on herself in which she examines the connection between food consumption based on aesthetic criteria and the digestive processes activated by that. The project pursues the question as to whether it is conceivable to make a colour/sound neologism – the definition of a visual term using an acoustic one. Concretely, a test sequence was carried out on her own body over a seven day period in which the food consumed was selected according to colour. Each day the food eaten was of a single colour and the digestive noises, time and location were recorded with a special directional microphone in order to discover their "colour tone". Thus, in a remarkable audio-visual way, Hilde Fuchs attempts to record the imaginary pathways and possible connections between edible "colouring" and its physical "transcription" (digestion).

Both artists sketch real but unusual pathways, making visible and audible processes that, up till now, have been noticed by very few people and usually take place under the surface.

Shiro Masuyama
Moving
(from Krems
to Vienna)
2008

