

# heart

HEART  
BIRK CENTERPARK 8  
DK-7400 HERNING

PHONE +45 9712 10 33  
FAX +45 9712 7912

WWW.HEARTMUS.DK

HEART  
HERNING MUSEUM  
OF CONTEMPORARY ART

**involver**  
SOCLE DU MONDE 2012 BIENNIAL BY HEART

## **Please touch the art!**

### **The world's only biennial of its kind**

**One word expresses the essence of HEART's sixth Socle du Monde biennial: INVOLVER is an assertion, an appeal, and a call to action that insistently invites enterprises, artists, and audiences to collaborate on the creation and appreciation of art. INVOLVER is launched on 15 September 2012, filling the exhibition rooms at HEART with works created by approximately 12 artists and enterprises, and this year they place special emphasis on involving audiences. The world's only biennial to unite the realms of art and business is sure to open with a bang.**

### **An innovative concept**

When the biennial was first conceived, it was defined as "a laboratory for exploring what happens when the realms of art and the business community co-operate". With the launch of INVOLVER this profile is given added definition when collaboration becomes a dual involvement of enterprises and audiences alike.

*"This year, spectators are transformed into active participants and co-creators who can sit, hop, walk, and perhaps even run on the works. We mix up thoughts and ideas from artists and enterprises and translate them into art for visitors to explore. The result will be a different kind of art,"* relates Holger Reenberg, director of HEART.

### **The foundations of the biennial**

Marking a specific moment in time, Socle du Monde refers to the moment where the work bearing the same title was created. The sculpture took the form of a plinth and was created in co-operation between the clothes manufacturer Aage Damgaard and the Italian artist Piero Manzoni.

This relationship has become the underlying concept of the Socle du Monde biennial: pairing up artists and enterprises to create a work of art.

### **Does art offer a way out of the recession?**

*"We all need master what artists are already good at – making more with less, finding fresh new perspectives and exciting new combinations. Art is not only a pleasurable icing on the cake; it is also a way of thinking and a practice of working innovatively with reality that can inspire us all to do better".* - Uffe Elbæk, The Guardian

With its close ties to the business community the Socle du Monde biennial offers a strong contribution to the discussion on art's role in times of recession. When resources are scarce and companies struggle to break even, creative solutions are called for.

In his article in The Guardian, Danish Minister for Culture Uffe Elbæk points to art as a source of innovation. The biennial's raison d'être is not, then, solely about the art; it also encompasses the creative mindset that suddenly arises when widely different people and industries join forces. Perhaps the merger of art and business will create fertile grounds for new ideas that can help us beat the recession?

The Socle du Monde biennial exhibition INVOLVER will run from 15 September 2012 to 6 January 2013.

**Private view on 14 September at HEART**

All media are invited to the private view.

Accreditation: Socle du Monde: Photographer Gunnar Merrild

HEART's opening hours  
Tuesday – Sunday 10-17  
Monday closed

**Contact information:**

Director, Holger Reenberg, +45 9628 1700, [hr@heartmus.dk](mailto:hr@heartmus.dk)  
Communicator, Line Glavind, +45 9628 1705, [lg@heartmus.dk](mailto:lg@heartmus.dk)