

heart

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HEART
HERNING MUSEUM
OF CONTEMPORARY ART

involver
SOCLE DU MONDE 2012 BIENNIAL BY HEART

The artist is YOU!

Montana Møbler A/S & Bo Christian Larsson

The audience and visitors will have to go hands-on as they explore the artist Bo Christian Larsson and the furniture-makers Montana Møbler A/S's joint work for the world's only biennial focusing on merging the realms of art and business: Socle du Monde. The theme for the 2012 biennial is involvement, which is realised in very concrete terms here: visitors are encouraged to get directly involved in the creative process, using especially created elements from Montana's shelving range to build a new version of the medieval castle now known as the Kalø Ruins. On top of that, the audience is to add their own meaning to the Ruin by filling the sculpture with sketches, tags and notes.

Building blocks of art

The slogan "made by you" is at the core of the Montana identity. It expresses the human desire for having the freedom to create and for leaving their mark on the world around them. The company is well known for its shelving systems that consist of a range of simple cubes that users can combine in countless ways to shape their own universe. Even though furniture design and contemporary art are very distinct entities that occupy very different spheres, the two biennial partners find common ground in their faith in users as imaginative creators.

"Montana creates products that rely on people's ability to create a vast range of opportunities out of few and small means – a kind of anarchic train of thought. That ideology comes close to my vision of how good art can speak to everyone as long as people are willing to engage with things," explains Bo Christian Larsson. He continues: *"All it takes is the will to be involved."*

A sculpture of thoughts and ideas

Based on the fundamental idea that everyone can create art, the enterprise/artist duo will place shelving modules at the audience's disposal, trusting them to combine the materials to form a work of art. Visitors will, however, be helped along somewhat by an alternative kind of guide: an intuitive drawing trying to depict the imaginary scenery of the Kalø Ruins and a video showing a bird's eye view of the ruin spinning.

The sculpture also serves as an archive for the thoughts and ideas, as the audience is encouraged to leave little drawings and small notes inside the shelving elements. Like this, they add knowledge and history to the sculpture, giving it the characteristics of an actual ruin.

"You can look at it as a decaying building, a proof of history, a time travel, a political place or as a sculpture. Regardless of your perception, the goal is to investigate the collective subconscious mind of the participating crowd," tells Bo Christian Larsson.

Even though Bo Christian Larsson's art offers no clear-cut interpretations, there nevertheless remains a hint of familiarity in the theme of identity: it seems to be a recurring feature of the Kalø piece and of the artist's previous work.

Visitors can take part in creating the work from 15 September when HEART welcomes the public to explore the Socle du Monde 2012 biennial INVOLVER.

On August 13 at 13.00 – 16.00 at Montana's address, selected media can interview some of the parties involved in the work: The founder of Montana, Peter Lassen, the artist, Bo Christian Larsson. Please contact communicator Line Glavind to set up an interview: lg@heartmus.dk or (+45)96281705.

Address:

**Montana Møbler
Klubiensvej 22
2100 København Ø
Pakhus 48
Denmark**

The private view will take place on Friday 14 September at 17.00 at HEART.

Selected media are invited. Please sign up via lg@heartmus.dk or tel. (+45) 96281705

Participants can look forward to an opening night that is all about involvement. The event will involve music, speeches, live performances, a delicious buffet, a great atmosphere, and – very crucially – the opportunity to interview all the parties involved.

Adrian Hughes from the Danish National Broadcasting Cooperation will officially open the party.

Om Socle du Monde biennalen INVOLVER

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 11 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.

The Biennial features works by the following partners:

Marco Evaristti & pej gruppen - SCANDINAVIAN TREND INSTITUTE

Rune Fjord & Psychiatry and social service in Central Denmark

Region, Psychiatric Out Patient Unit, West & ONE OF US

John Kørner & ege

Norma Jeane & A Hereford Beefstouw

Ingvar Cronhammar & c.c. contractor

Bo Christian Larsson & Montana Møbler A/S

Bjørn Nørgaard & Midtjydsk Betonvare og Elementfabrik - MBE

Ivalo Frank & Psychiatry and social service in Central Denmark

Region, Forensic Psychiatric Unit & ONE OF US

Peter Callesen & VIA University College, TEKO Design + Business

Woloo & The Municipality of Ikast-Brandø

Parfyme & Light Partner

Accreditation:

Photos: Steen Gyldendal

HEART's opening hours:

Tuesdays – Sundays 10-17

Mondays closed

Current exhibitions at HEART:

Ingvar Cronhammar – Heart of Darkness

29.01.12 - 19.08.12

Faith, Hope, and Love – Jacob Holdt's America

10.02.12 – 26.08.12

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