

heart

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HEART
HERNING MUSEUM
OF CONTEMPORARY ART

involver
SOCLE DU MONDE 2012 BIENNIAL BY HEART

Invitation to a Naked Lunch!

Norma Jeane & A Hereford Beefstouw

Have a seat! You are invited to attend a naked, self-governed lunch where all surface layers of civilisation have been peeled away. Here no social norms apply; there are no requirements and no expectations. You will be seated at a table wearing only a dressing gown and you can help yourself to food and drink as you please. That is the setting. It is up to you to decide what to do within it.

Madness and impulsiveness is on the menu when the artist Norma Jeane and the restaurant chain A Hereford Beefstouw invite you to take part in the work they have created for HEART's art biennial Socle du Monde. On Friday 14 September from 1 p.m. to 4 p.m. twelve people will take a seat in the sealed-off room at HEART where they will have free access to delicious food of the highest quality and wine and champagne. The title of the art work is *Naked Lunch – the dark room enlightened*.

Are you one of the twelve?

Participants can sign up for the Naked Lunch now, and the press and audience are all invited to take part. But do not wait too long – only twelve seats are available for the lunch. Contact communicator Line Glavind: +45 9628 1705 el. lg@heartmus.dk

Naked Lunch Rules

You can smoke, drink, shout ; quite simply, you can do exactly as you please as long as you observe the *Naked Lunch Rules*:

- All objects must be taken off before entering the room. (Participants have the option of wearing the bathrobes and slippers provided.)
- Participants are not allowed to limit the actions of others.
- It is prohibited to take photographs or make film recordings

Cutting to the bone

On previous occasions Norma Jeane has created a cheese made from human milk, encouraged the audience rebuild a giant piece of candylike material, and indirectly prompted 160 people to have sex on a Roman terrace. Thus, the artist is known for creating unconventional works that often have a social message. Despite its title, *Naked Lunch* is not a direct invitation to break sexual taboos or boundaries; rather, it is an experiment that

highlights man's hidden emotions that will set the participants free from their moral and controlled side.

"I wish to create a space that accommodates humanity's basic functions: eating, feeling, and socialising, with all that this entails in terms of emotions: enthusiasm, shyness, attraction, repulsion. Good manners and social norms prevent us from living life to the full. You will be allowed to do precisely that during the "Naked Lunch", explains Norma Jeane.

The Naked Lunch will take place at HEART – Herning Museum of Contemporary Art on the following dates:

14 September 2012: 1. p.m.- 4 p.m (open for registration)

26 September 2012: 5.30 p.m.- 8.30 p.m.

24 October: 2012: 5.30 p.m.- 8.30 p.m.

27 November: 5.30 p.m.- 8.30 p.m.

3 January: 5.30 p.m.- 8.30 p.m.

Please note: The artist works under the artistic alias "Norma Jeane" and does not wish to appear in media unless the artist's voice and identity is obscured.

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.

Socle du Monde 2012 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 & Midtjydske 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-Brande

Parfyme & Light Partner

HEART's opening hours:

Tuesdays – Sundays 10-17

Mondays closed

Contact information:

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