

heart

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HEART
HERNING MUSEUM
OF CONTEMPORARY ART

involver
SOCLE DU MONDE 2012 BIENNIAL BY HEART

INVOLVER! The party begins (- and the press is invited)

Invitation to private view on 14 September: Socle du Monde 2012: INVOLVER at HEART- Herning Museum of Contemporary Art (Denmark)

It's time! 11 artists and 11 enterprises have spent months working frantically to finish their works for Socle du Monde: the world's only biennial to merge the art and business communities. The result is 11 groundbreaking, huge, thoughtful, fun, moving, nauseating, and challenging works of art which all involve the audience in some way. On Friday 14 September 2012 at 5pm the works can be experienced for the first time when HEART invites you to attend a truly spectacular private view.

A wealth of happenings

Who will be the first to run on John Kørner's "Tsunami", smash coffee cups in Rune Fjord's "Free Space" or build a castle out of Montana's shelf units?

The official opening of the Socle du Monde Biennial reflects its theme for 2012: INVOLVER, meaning that members of the audience will certainly be directly involved in all kinds of art production.

Adrian Hughes, the host/presenter of several popular shows on art and culture on Danish TV, will get the party started. After this, participants can enjoy a buffet, drinks, dancing, and performances. Rune Fjord will egg-and-feather himself, Peter Callesen will be dressed by the audience, and Marco Evaristti will take pictures of the audience member's insides.

Welcome to a night of real involvement!

Programme for the official opening on 14 September 2012

17.00 The doors are opened
17.30 - 17.45 Welcome: Holger Reenberg, director and curator HEART
17.45 - 18.00 Opening speech: Adrian Hughes, TV presenter with DR2 (Arts and culture)
18.00 - 18.30 Thank you – a cavalcade
18.30 The exhibition is opened
18.30 - 19.30 Video conference call with the Forensic Psychiatry Ward R3 at the Aarhus University Hospital in Room 1.
18.30 - 19.30 Performance – Peter Callesen in Room 2
19.30 - 20.30 Buffet
20.15 - 20.30 Performance – Marco Evaristti in Room 1

20.45 - 21.05 Performance – Rune Fjord
21.00 - 22.00 Coffee from Illy is served in the foyer
22.00 – The party continues

DJ Copyflex will play all night.

Drinks are free until 19.30

The press is invited to attend the private view.

To sign up, please contact: lg@heartmus.dk or tel. +45 96 28 17 05.

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-Brandø
Parfyme & Light Partner

HEART's opening hours:

Tuesdays – Sundays 10-17
Mondays closed

Contact information:

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