

PRESS RELEASE

Commercial Break

54th Venice Biennale
1 - 5 June 2011

Moscow's Garage Center for Contemporary Culture will present *Commercial Break* from **1 to 5 June 2011** as part of the opening week of the 54th Venice Biennale.

Commercial Break is a conspicuous intervention into the historic city of Venice, featuring over one hundred artists, each engaging with the relationship between advertising and culture. Short digital works by globally recognized and emerging artists from around the world will bring the form and language of advertising to Venice. The project is curated by Neville Wakefield and powered by POST magazine.

Since the early days of Pop – in the work of Lichtenstein, Ruscha and Warhol - art has drawn direct influence from the language of advertising in the creation of hybrid collisions of high and low cultural forms. Nowhere are these collisions more evident than in the city of Venice, host to one of the most well-established and oldest Biennale in the world. Steeped in history and tourism, it is a city of contradictions, a place where every two years art and the traditions of the past play host to the provocations of the present. Venice is a city of commerce without commercials – a place that advertises only itself.

Commercial Break will be both a intervention with the architecture of the city and an iPad application created by POST, the world's first magazine created specifically for the iPad. The special art issue will allow readers to explore individual artists and films for the 5 months of the Biennale as well as on location in Venice.

Participating artists include:

Aaron Young; Adam McEwen; Adel Abdessemed; AES + F; Agathe Snow;
Agnieszka Kurant; Ahmet Ogut; Aida Ruilova; Aleksandra Mir; Alex Hubbard;
Andrea Chung; Annika Larsson; Anton Ginzburg; Ari Marcopoulos; Assume Vivid
Astro Focus; Baptist Coelho; Barbara Kruger; Blue Soup Group; Brendan Fowler;
Bruce High Quality Foundation; Cevdet Ereke; Christian Jankowski; Collier Schorr;
Cyprien Gaillard; Dan Colen and Nate Lowman; Daniel Newman; Dima Gutov;
Dmitry Bulnygin; Dominic Nurre; Dzine; Electroboutique; Eloise Fornieles; Erika
Verzutti; Gardar Eide Einarsson; Gelitin; Gillian Wearing; Hanif Kureshi; Hank
Willis Thomas; Hans Op De Beek; Helmut Lang; Heman Chong; Hu Jieming;
Huang Kui; Ilya Korobkov; Janaina Tschäpe; JD Walsh; Jen DeNike; Jennifer Wen
Ma; Jeppe Hein; Jitish Kallat; Johan Grimonprez; John Pilson; Jonathan Horowitz;

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Josephine Meckseper; Julião Sarmento; Kaari Upson; Karen Kilimnik; Kon Trubkovich; Kris Martin; Lais Myrrha; Lara Favaretto; LaToya Ruby Frazier; Liz Cohen; Liz Magic Laser; Lu Yang; Marcel Odenbach; Marco Brambilla; Marcos Chaves; Maria Petschnig; Marilyn Minter; Martin Murphy; Martynka Wawrzyniak; Matias Faldbakken; Matthew Day Jackson; Maurizio Cattelan; Melodie Mousset; Meredith Danluck; Michael Sailstorfer; Mika Rottenberg; Mike Bouchet; Miltos Manetas; Monica Narula; Munir Kabani; Narendra Yadav; Natalie Czech; Nicolas Provost; Norma Jeane; Olaf Breuning; Olympia Scarry; Paola Pivi; Paolo Canevari; Pascual Sisto; Pavel Buchler; Peter Coffin; Pinar Yolacan; Prasad Raghavan; Rashaad Newsome; Raymond Pettibon; Richard Phillips; Rirkrit Tiravanija; Riyas Komu; Rodrigo Matheus; Ruangrupa; Ruben Bellinkx; Ryan Gander; Ryan McNamara; Ryan Trecartin; Samar Jodha; Sara Ramo; Sarah Morris; Scott King; Sergey Bratkov; Shreyas Karle; Shwetal Patel; Slater Bradley; Stefan Brüggemann; Sudarshan Shetty; SUPERFLEX; Terence Koh; The Propeller Group; Thiago Rocha Pitta; Tintin Wulia; Tom Sachs; Tony Oursler; Uri Aran; Valeska Soares; Vanessa Beecroft; Wilfredo Prieto; Wilhelm Sasnal; Xu Tan; Yi Zhou; Yoshua Okon; Zhou Xiaohu.

CURATOR

Neville Wakefield is a writer and commentator on contemporary art, culture and photography. Author of 'Postmodernism: the Twilight of the Real' (1990), Wakefield has contributed to numerous magazines Artforum, Art + Auction, Art in America, I-D, Interview, The New York Sunday Times, American, British and Italian Vogue, High Times, ACNE Paper and the Journal and many others. As well as contributing to monographs on many significant artists including Matthew Barney, Dan Colen, Vija Celmins, Daido Moriyama, Richard Prince, Ed Ruscha and Rachel Whiteread, Wakefield co-edited the highly influential 'Fashion: Photography of the Nineties' (1996), was creative director of Tar Magazine and continues to work as creative director for Adam Kimmel Projects and creative consultant for Calvin Klein. In 2005 he co-founded 'Destricted', an ongoing series of pornographic films by artists such as Marina Abramovic, Larry Clark, Gaspar Noe which shook critics at Edinburgh, Lorcarno, Sundance and Cannes. Since then he has also served as Senior Curatorial Advisor for PS1 MoMA and Curator of Frieze Projects at the Frieze Art Fair. Recent shows include Greater New York (PS1 2010), 'Matthew Barney: Prayer Sheet with Wound and Nail' (Schaulager 2010) and the upcoming 'Jack Smith: Thanks for Explaining Me,' Barbara Gladstone Gallery opening May 6th 2011.

GARAGE CENTER FOR CONTEMPORARY CULTURE

Founded by Dasha Zhukova, **Garage Center for Contemporary Culture** is a major non-profit international arts space based in Moscow. Garage is dedicated to exploring and developing contemporary culture, whilst serving as a catalyst and meeting place for the city's emerging arts scene. Housed in the former Bakhmetevsky Bus Garage, Garage hosts major exhibitions by established and emerging international artists and leading Russian contemporary artists. Garage is a project of the Iris Foundation.

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POST

Founded by Alexander Dellal, Remi Paringaux and Xerxes Cook, POST is an only child, born of the iPad. With no print sibling to imitate or be intimidated by, POST looks beyond the traditional rules of how and what magazines 'should' be, in favour of speculating upon what magazines could be. Liberated from the imposing heritage of paper culture, POST exists in an entirely virtual realm, yet is intimately connected to material through the medium of touch. Inherently interactive, POST presents a truly multimedia, multi-sensory journey from the first frame to the last, where even the advertisements are immersive, tactile experiences.

POST is published by MERI Media, a new company with a new approach to digital publishing. During the five months of the Venice Biennale, POST shall present a special edition of the application dedicated exclusively to **Commercial Break**, available to download for free from iTunes. Titled POST *Pavilion*, the app shall include information about the artists and their works, the curator's statement, sponsor's message and bespoke advertisement.

"Slicker than a puddle of oil, POST is the future of publishing." **Sunday Times**, February 2011.

www.postmatter.com
www.merimedia.com

Artists associate for the project is Arthub Asia
www.arthubasia.org

COMMERCIAL BREAK

Garage Projects, 54th Venice Biennale
1 – 5 June 2011

Commercial Break will be presented during the opening week of the Venice Biennale: from 1 – 5 June 2011 and available to view on POST from **1 June - 27 November 2011**.

Garage Center for Contemporary Culture

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Beluga Noble Russian Vodka is firmly committed to supporting contemporary art events worldwide. On this occasion, Beluga is the proud supporter of *Commercial Break*. We are excited by the opportunity to work alongside Garage Center for Contemporary Culture in Moscow and Garage Projects worldwide.

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Our Event Launch Partner:



Commercial Break would not have been possible without the kind patronage of our Event Launch Partner, the international financial services group Société Générale.

www.societegenerale.com

Our Launch Supporters:



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