

Press Release

ART EXPERIMENT (17 – 18 December 2011)

All ages can play games, interact, make noise, create art, and have fun

On 17 and 18 December 2011, Garage will again be opening its doors to everyone to come and take over its space in Moscow, as the legendary event *Art Experiment* returns, supported by Deutsche Bank. The annual event where visitors engage with different creative activities, attracted over 5,000 visitors last year, and Garage will welcome even more this year, with over 20 creative activities and 8,500 square meters of space for two days only. *Art Experiment* invites all ages to fill Garage with visitors' ideas, visitors' art and visitors' thoughts.

The overarching inspirations for *Art Experiment* 2011 are Surrealism, recycling and immersion. Through a series of interactive activities, unexpected encounters and installations, visitors will enter into an extraordinary dream-like reality where the everyday is turned upside down. Surrealist works often juxtaposed unusual recycled objects and materials, most famously Dali's Lobster Telephone. The Dadaists, who greatly influenced those early surrealists, also used 'found items', such as bottle racks, bicycle wheels, and even urinals to create works of art. At *Art Experiment*, the act of re-cycling highlights the transformative power of the Surreal, turning rubbish into works of art – elevating commonplace objects and transforming them into something magical.

This year's installations include Martin Creed's *Half the air in a given space*, surrealist art biscuits and a sensory still life with Bompas and Parr, extraordinary hat making for young fashion designers, a surreal lounge, museum of soap and a digital interactive playground for children.

Garage first created the *Art Experiment* weekend in 2010 to allow more visitors to open up different routes to explore contemporary culture. Rather than just an art event, *Art Experiment* offered a journey of experiences, which together were transformative and memorable, but ultimately linked to art history and theory. Garage hoped to open eyes and open minds, it was important that visitors could see their art had 'value', it was recorded, framed, displayed and celebrated. The weekend activities are about 'doing' and 'engaging' rather than following without independent thought or being 'told' what to create.

Garage Center for Contemporary Culture is a major non-profit international arts space based in Moscow, dedicated to exploring and developing contemporary culture, which opened in 2008. There are two distinct areas of programming - to bring important international modern and contemporary art and culture to Moscow and to raise the profile of Russian contemporary culture and encourage a new generation of Russian artists. These are explored through a series of exhibitions ranging from major surveys of important collections to single artist retrospectives or group exhibitions. Garage also hosts a strong program of special on-site events, including talks, film screenings, workshops, performances and creative activities for children.

Garage will be relocating from its current space – the former 20th century Bakhmetevsky Bus Garage – to a new site in a historic pavilion inside Gorky Park, Moscow. Opening to the public in 2012, the space will be developed to include international standard gallery spaces, open exhibition areas, children’s creative spaces, education and learning facilities, a cafe and a shop.

Garage is a project of The IRIS Foundation, founded by Daria Zhukova.

127005, Россия, Москва
Улица Образцова, 19А
+7 495 645 05 10 тел.
+7 495 645 05 11 факс
welcome@garageccc.com
www.garageccc.com

Sponsored by:



Art Experiment would not have been possible without the kind support and patronage of our Main Sponsor, **Deutsche Bank**.

Deutsche Bank is a leading global investment bank with a substantial private clients franchise. Its businesses are mutually reinforcing. A leader in Germany and Europe, the bank is continuously growing in North America, Asia and key emerging markets. With more than 100,000 employees in 73 countries, Deutsche Bank offers unparalleled financial services throughout the world. The bank competes to be the leading global provider of financial solutions, creating lasting value for its clients, shareholders, people and the communities in which it operates. Deutsche Bank Ltd. (Deutsche Bank Russia) was established in April 1998. The Bank is a wholly-owned subsidiary of Deutsche Bank AG. Deutsche Bank has become one of the largest foreign banks in Russia. Deutsche Bank Russia provides local and international, corporate and private clients with a broad range of financial services, comprising corporate finance and advisory, sales, trading, transaction banking as well as private wealth management and asset management services. The bank includes the largest Russian and multinational companies among its client base.

www.db.com/russia

Garage is proud to have Deutsche Bank as a Corporate Patron of Garage for 2012 – 2013.

Supported by:

We would also like to thank the **British Council** for their support of Art Experiment.

<http://www.britishcouncil.org/russia.htm>

Art Experiment (17 – 18 December 2011)

For all audiences (children, young people, adults and families)

Tickets may be purchased in advance from Garage's ticket desk or telephone +7(495) 645-05-20 (12.00 to 19.00 until 12 December) 500 RUB

Saturday 17 December: 12:00 – 13:00

Sunday 18 December: 12:00 – 13:00, 14:00 – 15:00, 16:00 – 17:00

Garage Center for Contemporary Culture

19A Ulitsa Obraztsova

Moscow, Russia

Tel: +7 495 6450520

www.garageccc.com

Center opening hours:

Mon – Thurs 11.00 - 21.00

Fri – Sun: 11.00 - 22.00

127005, Россия, Москва
Улица Образцова, 19А
+7 495 645 05 10 тел.
+7 495 645 05 11 факс
welcome@garageccc.com
www.garageccc.com

INTERNATIONAL PRESS AND IMAGES:

Erica Bolton

Bolton & Quinn

Tel: +44 20 7221 5000

E mail: erica@boltonquinn.com