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ERIK VAN LIESHOUT

"ECHTER LUXUS"

Opening: October 28, 2010

Exhibition duration: Oct. 28 – Dec.4, 2010

“Echter Luxus“ (Real Luxury), Erik van Lieshout’s second solo exhibition at the Galerie Krinzinger, also revolves around shopping, albeit more in its social dimension. »Echter Luxus ist nichts kaufen« (Real luxury is to buy nothing) could be read on the front window of a shop which van Lieshout opened in Rotterdam in August. The shop at the Zuidplein Shopping Center is the point of departure, center and setting of a new film project on the Zuidplein district in Rotterdam, for which the artist produced material there. The protagonists are the inhabitants of Zuid (Süd Rotterdam) and the salespersons at the Shopping Center. A constantly changing installation in the artist’s shop served as the setting. Nothing was sold there but there was a lot of junk that the visitor could take for free. The situation itself and the installation elicited all sorts of responses in different people.

Reflecting on the origin of the Zuidplein Shopping Center, its relation to the early utopian beginnings of Zuidplein and the connection to the urban ideals of Rem Koolhaas, Erik van Lieshout juxtaposes his shop with reality, its visitors and current public functions: »I am looking for the abstract in Zuidplein, both in the architecture as well as the people, a new approach to social projects, the connection with the Ahoy arena. This will be my commentary on the political-social powerlessness of people and art. It will also be my quest for an actual home. Above all, it will be an attempt to get the heart of Zuid beating again.« After moving back from Cologne to Rotterdam, Lieshout tried to explore the utopian potential of his shop by doing an experiment in public space and at the same time to create something like a “home base“. The exhibition at Galerie Krinzinger is the first reflection of the shop outside the context of “public space“. As a reconstruction the model is applied to an exhibition space and presented together with his drawings. As in his previous film projects, the artist reversed the production process – he examined the collected film material, transformed individual images into drawings, which, in turn, resulted in a sort of storyboard that served as the basis for editing the actual film. Over the following months the film was completed after he had reevaluated and also exhibited the material in Vienna.

Erik Van Lieshout, born 1968 in Deurne, the Netherlands, lives and works in Rotterdam. His works were shown in 2003 at the Biennale in Venice, in 2002 in the exhibition “Politically Correct? Dutch!“ at the Krinzinger Projekte und in 2004 with »Tessa« at the Galerie Krinzinger. Pieces by the artist have also been featured in solo exhibitions at the Museum Boijmans van Beuningen Rotterdam, Kunsthaus Zürich, MASS MoCA North Adams, Museum Ludwig Köln, Museum Kunst Palast Düsseldorf and in spring of 2010 works by van Lieshout were shown at the Hayward Gallery in London. He is mainly known for his drawings that subvert political correctness, good taste and stereotypes with their trashy, caricature-like style. His drawings are often accompanied by installations that are hardly any less trashy, but usually have a practical function and thus encourage interaction or serve as a framework for presenting his videos.