

Thomas K. Lang Gallery



AS YOU LIKE IT **Iris Andraschek**

Opening: Thursday, September 7th, 7:00 p.m.

Duration of the Exhibition: September 8 through October 28, 2006

Monday through Friday from 10:00 a.m. to 6:00 p.m.

Location: Webster University, Berchtoldgasse 1, 1220 Wien

A new Megaplex with its typical leisure time equipment (bars, restaurants, a body styling centre etc.) in a small Austrian town opens its doors to the public. It is situated near the town, in close vicinity to a village-like housing estate, to meadows, and fields. On the second floor of the building there are movie theatres and a body building centre. In the basement one can find a number of boxes furnished in different styles, representing an Irish pub, an Italian pizzeria, a stylish bar. All the sections are separated by thin wooden partitions. Firms specialized in this kind of décor, have done their best to create the perfect illusion. There are carefully arranged pitch forks on the walls and barrels which serve as seats, there are fishing nets in combination with plastic tables and polished nirosta everywhere. In this type of environment people lose orientation. Fake and "true" realities intersect with each other.

At an esoteric fair in a middle-sized city a hypnosis session takes place. In a gym hall 22 women and men are publicly transferred into sleep. For three days rockers at a motorcycle reunion participate in a play of perfectly organized rebellion. The inhabitants of the place get evacuated and receive tickets for a vacation weekend in order to have the rockers move in. Those who twenty years ago frightened people now simply represent an economic factor.

Iris Andraschek focuses on provincial environments and their dissolution. In her photo works she examines identity patterns in a world of globalized economy, leisure time industry and media power.