

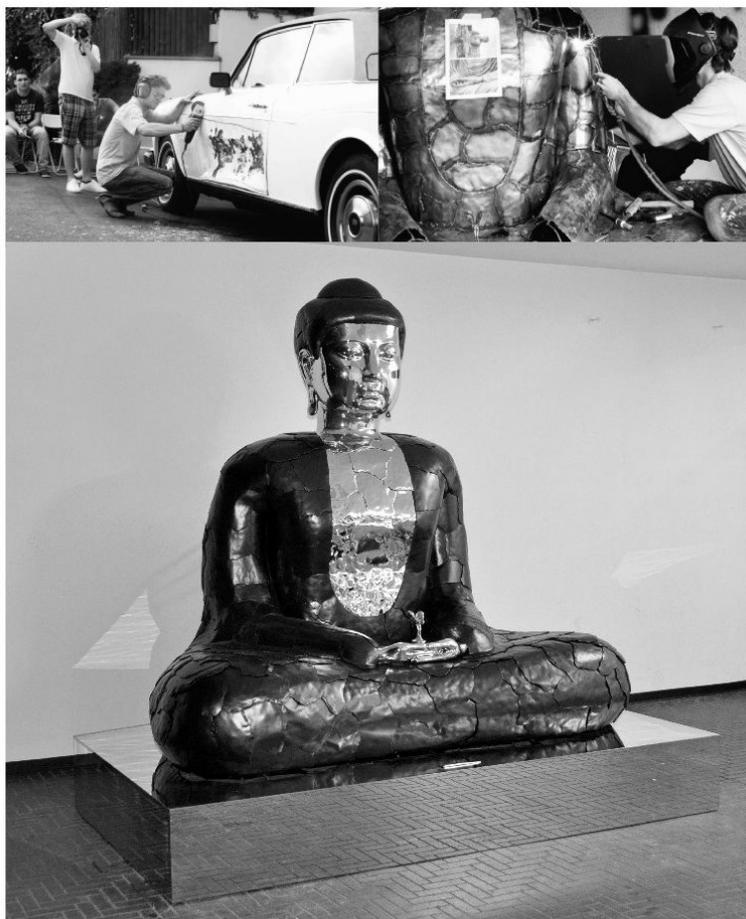
PRESS RELEASE

26 May - 13 August 2011

"Luxury Goods"
NIKOLAI WINTER

Opening: Thursday, 26 Mai 2011 at 18h30

The artist will be present.



NIKOLAI WINTER, "Corniche", 2010, 220 x 220 x 150cm / 87 x 87 x 59 inches
Rolls Royce Corniche, Chrome, LCD-screen, Color coating, Sculpture

"Wenn man sucht, dann geschieht es leicht, dass dein Auge nur noch das Ding sieht, das er sucht, dass er nichts zu finden, nichts in sich einlassen vermag, weil er nur immer an das. Gesuchte denkt, weil er ein Ziel hat, weil er vom Ziel besessen ist. Suchen heisst ein Ziel haben. Finden aber heisst: frei sein, offen stehen, kein Ziel haben", - Hermann Hesse, Siddhartha



NIKOLAI WINTER, "Luxury Goods", 2011, Chromfolie, Skulpturen

Cold Shine – Warm "Soul"?

Fragmented, alienated – or actually just itself? – the face of the beholder is mirrored in the flawless chrome surface that hugs the taut luxury body. Its contours are unmistakable enough so that its identity when veiled is unequivocally revealed. Chanel, Hermès, Rolex: the discussion is about products from luxury brands. Are these insignias of identity? Are the empty fragrances of our pretensions oozing forth? Or must we preserve it, because it possesses the evidence that high culture and sustainability are compatible?

It is the relationship between the observer and the object that at first provides information regarding the quality of this liaison. The conciseness of a form is only recognizable under an opaque veil, which is immune to the authority of time and neutralizes the notion of plagiarism and visual-aesthetic wear. Almost as an admission ticket, it encourages the notion that "preservation" is a worthy, physically enduring feature of exceptional material – or working properties – and a counterpoint to brand labeling, which also obscures the magnificent staging forms and its underlying lack of content.

As would be found in any self-indulgent anything-goes society, where not only personal styling, but the entire identity is a result of ubiquitous acts of choice, (good) brands negotiating as "vessels", are imbued with their own stories. These stories are admittedly written in the act of usage. Sometimes they are volatile, such as the sparkling of a sparkler which teasingly burns up, and would be described by the Sociologist Georg Simmel as "Omnia habentes, nihil possidentes". There are many biographies of exhaustive object appropriation. In this context "luxury" means stepping out of a disposable banality, but also infers the removal of transient alternatives which directs you towards a perception of sense and sensibility.

*by PD Dr. Monika Kritzmöller
translated by Daniel Young*



NIKOLAI WINTER, "Chanel No. 5", 2011, 25 x 25 cm, Chanel No.5, Chromfolie, Skulptur

"What do I wear in bed? Why, Chanel No. 5, of course."
– Marilyn Monroe



NIKOLAI WINTER „Dom Perignon“, 2011 35 x 30 x 32 cm Dom Perignon, Chromfolie, Skulptur

*"My dear girl, there are some things that just aren't done.
Such as drinking Dom Perignon '53 above a temperature of
38 degrees Farenheight. That's as bad as listening to the
Beatles without earmuffs. "* – James Bond

THE TRANSFORMATION OF A ROLLS ROYCE CORNICHE TO A BUDDHA

The main idea is to make out of an expensive Rolls Royce, a symbol of money and richness, a spiritual Buddha, symbolizing Buddhist goodness. This contrast will then be melted together in my sculpture. In the end the Rolls Royce, promoted as a long lasting car, will be eternalized in the shape of Buddha who symbolizes eternity. The transformation of the white Rolls Royce into the shape of Buddha in a way reflects the story of Siddhartha Gautama. He appeared to his mother as a white elephant and was brought up in his parents' palace where he was only confronted with beauty. He left the palace against his fathers will and began meditating. One night at the age of 35 he attained Bodhi (enlightenment) and from then on was known as Buddha or "Awakened One".

First of all, I will sculpture a Buddha out of styrene foam which I cover with a solid iron framework. I will then cut the car body into pieces compress and deform them and only leave the radiator and "Emily", which I need in perfect condition for the sculpture, untouched as symbols. The deformed car body pieces I will then use to cover the Buddha framework and weld them together again. I am going to attach "Emily" on the hands and the front cooler in the back of the sculpture. I will then spray the Buddha. The RR will shine in a sort of reincarnation and become truly eternal. In the end I will mount an LCD screen into the cooler in the back of the Buddha. A DVD player installed invisibly inside the Buddha will show artistic photos of the RR before it was transformed. The radiator which includes the diashow and on the other side "Emily" as the symbol of RR lying in Buddha's hands will become one of the focuses of his meditation.

*"It was a two-year journey with ups and downs.
The experience was wonderful." – Nikolai Winter*