

BB3

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BucharestBiennale.org | Bucharest International Biennial of Contemporary Art | May 23 - June 21, 2008

PRESS RELEASE

BUCHAREST, March 19, 2007 - Johan Sjöström & Jan-Erik Lundström will hold their first press conference as curators for Bucharest Biennale 3.

Johan Sjöström (SE) & Jan-Erik Lundström (SE), the appointed curators for BB3 are to announce the theme and concept of the next edition of Bucharest Biennale at their first press conference in Bucharest.

The press conference will take place Thursday 22nd of March 2007 at 11:00 at Desant, Bd. Ion Mihalache nr. 123, Bucharest (at intersection with str. Turda).

The conference is meant to act as both an informational platform and a consultative structure, giving the journalists the opportunity to take part in a creative dialogue designed to shape the curators' research in Bucharest.

During 21-25 March 2007, the two curators together with Felix Vogel (DE)-assistant curator are to explore Bucharest in order to find proper venues for BB3 and to meet Romanian officials.

Bucharest International Biennial of Contemporary Art, the third edition (BB3) will take place during 23 May - 21 June 2008. This is an event organized by PAVILION - contemporary art & culture magazine.

The curatorial visit was made possible with the support given by the Embassy of Sweden in Bucharest and the official sponsor of BB3, Pilsner Urquell.

For further information please contact Andreea Manolache (project & communication director) at: andreea.manolache@pavilionmagazine.org or +4 0730 032 469.

www.bucharestbiennale.org

PAVILION & BUCHAREST BIENNALE
are projects of
artphoto asc.
office: +4 031 103 413
mobile: +4 0730 032 469
ym: artphotorc
skype: artphotorc
address: PO Box 26-0390
Bucharest 14800 Romania

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WHAT IS BUCHAREST BIENNALE

Bucharest Biennale promote awareness and dissemination of the culture, particularly in the fields of the arts, by means of exchanges and cultural cooperation within Europe and beyond and is looking for strategies that would develop mutual understanding and offer insights from different perspectives.

We are interested in the link between creative practice and social development, in the links between the local, European and global contexts.

Our programs promote the exchange of art and ideas through the staging of contemporary arts and work globally and locally, bringing together an international vision of art and cross-cultural exchange with a commitment to the community involvement and the enrichment of Bucharest's cultural resources.

We assume the urge of a dialogue with the public, of a platform for artists as much as the need of reinventing new forms of artistic expression and encourage curators to make a large selection of artists who would represent best

BB aims to resolve the twofold problems of tradition and modernity, past and present, localism and global village, it strives to attain a balanced status between its aesthetic/artistic quality and popularity by overcoming the feeling of estrangement that the general public has towards the contemporary arts.

The Biennale is building a strong partnership between Bucharest - which is more than a city, it is a symbol of how political can be reflected in every aspect of life - and the Western Europe; it links to an universal problem - that does not take into consideration the geographical or historical context - the problem of resistance in daily life, of details and living as a way of living. BB is a structure able to transform the City itself into an ongoing workshop-cum-field of action.

Fundamentally, European culture has been the result of exchange - sometimes peaceful, other times violent - that have taken place between neighboring societies and between

given state. These horizontal and vertical forms of cultural exchange occurred in many different manner: through imitation, assimilation, dissimulation, appropriation, through either mutual understanding or hegemonic dominance.

We would like to operate in a way that demonstrates sensitivity and competence in dealing with the "others" as the "alter" from different cultural backgrounds.

BB aims to encourage creativity of artists, public access to culture the dissemination of art and culture, inter-cultural dialogue and knowledge of the history and cultural heritage of the European and extra-European people.

Its general purpose is to engender a shared cultural area by bringing people together while preserving their national and regional multiplicity and diversity.

Bucharest Biennale is powered by PAVILION [contemporary art & culture magazine] published by artpho to asc., cultural and non-profit

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CONCEPT BEING HERE MAPPING THE CONTEMPORARY

'How do we know that we are not living in a grand map, doing its best to represent a reality we don't recognize?'

Never perfect, never complete, never comprehensive, always tentative, wanting, deficient, the map insistently makes us aware of that inrepresentable whole, that catholic embrace of all things, also known as reality. The map, in fact, upsets any representational faith we might still sport and leaves us in savory shambles. It deconstructs realities, it suggests certain paths, particular possibilities, suggestive options, while at the same time undermining any secure grasp we might have thought we had for a moment on our existential context, or on, in other words, life.

Mapping is, in fact, not a mimetic exercise, a process of analogue imitation by way of reduction and abstraction, a means towards the splendid and refractory lives of copies and reproductions. Maps are, rather, parallel worlds, rich and powerful out of their own specific properties, producers of other spaces and alternative geographies. And exactly because of this: resourceful and productive and beautiful instrumentalities for the contemporary moment, for navigation - or withdrawal? in these strange times in the midst of the landscapes of terror, fear and loss. of

borders which are walls, of globalization with its promises and defeats.

BB3 attends to the geographical turn in contemporary creativity and current representational practices. Promoting cartographic literacy, imagining the map as a problematic and unpredictable and productive and liberating instrument, BB3 invites mapmakers, cartographers, navigators, mapreaders, guides, maptravelers, mapprogrammers, mapdevotees, mapdestroyers of all kinds. Join us in mapping our moment, join us in being exactly here, which, as Joyce had it, is the same as being everywhere. And nowhere.

As for a preliminary structure in its attention towards processes, behaviours and products of mapping, BB3 will be organized into three thematic sections.

1. Cartographies of today. A resource center and archive bringing together an array of materials and projects relating contemporary cartographic practices - scientific, social, practical. This will include such things as a module on the history of the world map, including the radical reinvention

of contemporary social/political maps as those produced by the magazine *Le Monde Diplomatique* mapping things such as the spread of AIDS, the networks and trade routes of the black economies of the mafias, or the global movement of refugees, or the European Language Map produced by the Language Survey Commission.

2. A short history of the map in the visual arts. A selection of key works, relating to maps and mapping throughout modern and contemporary art - works of artists such as Richard Purdy, Joaquin Torres-Garcia and Öyvind Fahlström. This presentation could be a combination of actual works and a digital presentation.

3. Thematic group exhibition (at several venues) targeting contemporary art practices where the map is a key thematic or processes of mapping are prominent. Make note that the reading of map and mapping is not always literal, but often associative, questioning, assertive. Approximately 20 international artists will be selected to participate in this section.

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CAST

CURATORS



Jan-Erik Lundström

Born 1958, is the director of BildMuseet, Umeå University, Umeå, Sweden, a museum of contemporary art and visual culture. He is equally involved in curating, organizing, lecturing and writing. Among his latest exhibitions are "Politics of Place", "Killing Me Softly" (Tirana Biennial), "Projects for a Revolution" (Mois de la Photo, Montreal), "Double Vision" (Prague Biennale), "Same, Same, but Different" and "After the Fact", a major survey towards documentary practices in contemporary art. He is the author of numerous books, including "Nordic Landscapes", "Tankar om fotografi (Thoughts on Photography)", "Irving Penn and Horizons: Towards a Global Africa". He is a guest professor at HISK, Antwerp, Belgium and at the Kunstakademie, Oslo, Norway. Lundström is a prolific international lecturer and writer, contributor to symposia internationally and to cultural magazines such as Glänta, European Photography, Paletten and tema celeste.



Johan Sjöström

Born 1975, has been a curator at BildMuseet in Umeå, Sweden since 1998. In fall 2005 he did a curatorial course at The University of Fine Arts in Hanoi, Vietnam. Has contributed to magazines such as Pavilion, Paletten and many more, and is also the editor of several publications including "Lara Baladi: Kai'ro"; "The Politics of Place"; "Mats Hjelm: Trilogy"; "Mirror's Edge", and "Head North - Views from the Permanent Collection of The South African National Gallery". Sjöström curated for BildMusset shows like "Veli Granö & Tuovi Hippeläinen - Rien/Is that all?", "Jane & Louise Wilson - A Free and Anonymous Monument" or "Adrian Paci - Albanska berättelser".

ASSISTANT CURATOR

Felix Vogel

Born 1987, is theoretician and curator. He is co-curator of the 100 MINUTES exhibition series, assistant curator of BUCHAREST BIENNALE 3, member of the advisory board of PAVILION and contributor for different magazines. Currently, he is living and working in Karlsruhe and Konstanz, Germany.

THE TEAM

Co-Directors

Razvan Ion
Eugen Radescu

Project & Communications Director

Andreea Manolache

Educational Program & Parallel Events Coordinator

Ramona Zemache

Installation Team Coordinator

Sebastian Negulescu

Web

Alexandru Enachioaie

Contact

PAVILION & BUCHAREST BIENNALE are projects of artphoto asc.
office: +4 031 103 4131
mobile: +4 0730 032 469
ym: artphotoro
skype: artphotoro
adress: PO Box 26-0390
Bucharest 14800 Romania

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WEB

We have launched the new website of BB3.

Please visit

www.bucharestbiennale.org

And make sure you didn't missed the Pavilion magazine website:

www.pavilionmagazine.org

Or our major sponsor website:

www.pilsner-urquell.com