

Kunsthaus Bregenz

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Austria



KUB Billboards | Press Release

Simon Fujiwara Campaign

21 | 04 | 2017 - 07 | 01 |
2018

Curator

Thomas D. Trummer

Press conference

Thursday, April 20, 2017, at 11 am

Opening and film screening of *Joanne*

with Thomas D. Trummer and Simon Fujiwara

Thursday, April 20, 2017, at 6 pm

KUB Billboards

Simon Fujiwara

Campaign

21 | 04 | 2017 - 07 | 01 | 2018

Seestraße, Bregenz



From April, Simon Fujiwara (*1982) will be curating the KUB Billboards. The British-Japanese artist's work can be seen as an exploration of the increasing cultural obsession with self-presentation and individuality that due to the influence of new technologies and digital media are ubiquitous for his generation.

In a new special commission Fujiwara conceived of a self-initiated advertising campaign for the Kunsthau Bregenz that takes place across multiple platforms, from the Kunsthau Billboards to various online platforms. Subverting the role of the artist-institution structure, Fujiwara casts himself in the role of PR consultant, reimagining the museum's public image as material for an exhibition in the form of a publicity campaign that takes place everywhere but in the museum. Expanding on his 2016 project *Joanne*, Fujiwara employs his former high school art teacher to become the »face« of the Kunsthau Bregenz media campaign.

Joanne Salley– former beauty queen, artist, champion boxer and victim of a tabloid nudity scandal in Britain–became the subject of an image rebranding campaign by Fujiwara in which he sought to rehabilitate her public image and career as a model after the national media scandal destroyed her career in 2010. Since then Salley and Fujiwara continue their collaborative relationship, utilizing Joanne's life story to promote various products including, in this case, the Kunsthau Bregenz.

Expanding on the principals established by artists including Elaine Sturtevant and Andy Warhol, Fujiwara's *Campaign* presents a complex and uneasy relationship between artist and »muse« in which Fujiwara works with his former teacher as a »readymade« in the form of stock image, whose commercially appealing form can be applied to the promotion of endless products.

**Opening and film screening of *Joanne*
with Thomas D. Trummer and Simon Fujiwara**

Thursday, April 20, 2017, at 6 pm

Kunsthau Bregenz

Following the KUB Billboards, the first exhibition in 2018 at Kunsthaus Bregenz will be devoted to Simon Fujiwara.



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Kunsthaus Bregenz would like to thank its partners for their generous financial support and the cultural commitment that goes along with it.



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Opening Hours

Tuesday to Sunday 10 am – 6 pm

Thursday 10 am – 8 pm

Ticket Office ext. -433

Summer Opening Hours 2017

July 1 – August 27 | 10 am – 8 pm

Ticket Office ext. -433

Assumption Day, August 15 | 10 am – 8 pm