

Press information
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Vision HQ
Niko Abramidis &NE
Online from May 4th 2021

max goelitz is pleased to host *Vision HQ* by Niko Abramidis &NE, the gallery's first-ever exhibition project that overlays analogue and digital reality experiences – real life (RL), virtual reality (VR) and augmented reality (AR). The core of *Vision HQ* is a virtually conceived space: a post-modern temple-like structure on a skyscraper's roof in the centre of a fictive metropolis. In this imagined gallery, digitized works by Abramidis &NE – which exist in parallel as physical objects – are on view, together with antecedents of future analogue complexes of work. Unlike in temporary exhibitions, those works will remain firmly and perpetually anchored in the digital realm, combining qualities of representation and function.

A central element of *Vision HQ* is an innovative, QR-code-supported AR function that is browser-based (without a specific application) and allows the exhibited works to appear in users' analogue surroundings. This close entanglement of VR and AR generates unique visual and interactive moments: in the virtual sphere, works can be experienced in an optimized contextual and spatial way, followed by positioning them directly and intuitively in one's real-life-environment. An additional integrated communication tool enables virtual guided tours and talks that may involve single or multiple participants.

Vision HQ is the first exhibition project accessible via SharedVision.art, a new platform by max goelitz specifically launched to support and expand the gallery's hybrid business model by fostering artistic explorations in the various reality spheres. max goelitz's overarching philosophy of collaboration is also demonstrated in the open-source aspect of the AR function; the platform will be hosting projects developed jointly with international gallery partners.

'We are at a decisive moment for the art market: newest technologies not only serve as artistic mediums, but allow innovative forms of presenting and putting to market art that reaches far beyond 'online viewing rooms'; says Max Goelitz. 'I strongly believe in the potential of a hybrid artistic approach, on both the production and the distribution side. Content-wise, our foray into the VR and AR spheres represents a natural expansion of our program that is rooted in conceptual art, of course with a continued focus on highest relevance and quality. To realize this project with Niko Abramidis &NE – who effortlessly navigates between the analogue and the digital, and whose oeuvre sources from future-oriented technologies – together with Alexander Rehn Designstudio, which is responsible for the digital implementation of VR and AR technology, is a very promising prelude.'

Juxtaposing digitized and digital works in the very same system together with hybrid levels of experience, *Vision HQ* is both virtual exhibition and interactive Gesamtkunstwerk, condensing Abramidis &NE's practice and reflection. Furthermore, in *Vision HQ*, Abramidis &NE simultaneously takes on various roles – architect, artist and curator – so as to represent a fictional corporate structure's multiple entities. Appropriating entrepreneurial thinking, strategies and language, the artist creates an encompassing multimedia installation that consists of sculptural objects, paintings and drawings, all exploring economic processes and future visions.

The digital exhibition space transforms into a fictional headquarter charged with a corporate

aesthetic and insignias of power. The embroidery-on-canvas series *Developments Friends* has been digitized, and appears in a row like employee photographs. In this way, the pictured, comic-style mythical creatures – such as basilisks or hydras – become symbols of a fictional corporate culture. Classical furniture and objects derived from an alleged work reality are integrated in form of the *Octagon Table*, an octagonal tabletop on four wooden N-shaped legs whose geometrical composition can be read as a representation of thought processes of efficiently organized finance corporations. The walls are covered with large-scale machine-like *Cryptic Machine Prototypes*, which merge symbols and technologies stemming from various eras to form an archaeology of the future that can no longer be decoded. The fictional-capitalist atmosphere of *Vision HQ* is augmented by two further groups of digitised works: *N-Machine-Drawings*, plotter works from scans, and *Toploftiness*, a wall sculpture taking the form of a three-headed hydra, a symbol of the dysfunctionality of complex corporate organizations. And the protagonist of *Vision HQ* is the figure of the *Portfolio Manager 2*, resembling a cardboard stand-up display. A recurring character in Abramidis &NE's oeuvre, he embodies the prototype of the investment banker, focused on booming stock prices and profit maximization.

Another analogue counterpart to *Vision HQ* is erected in max goelitz's temporary spaces in Brienner Straße 12. Opening in May 2021, it will showcase a selection of the real-life works that were digitized for *Vision HQ*. The hybrid installation will feature yet another novelty: the drop of *Vision Equity Shares*, an edition of drawings released in parallel as NFTs. Here, Abramidis &NE aligns investment strategy and artistic production, creating his own system of added value: collectors become shareholders.

Vision HQ comes to life as part of the first edition of the Digital Leaders in Art Award (DLAA), an initiative by ARTE Generali. DLAA was created in 2020 to recognise innovative digital projects that foster the sharing of art and creativity in society.

About the artist

Niko Abramidis &NE (*1987, Munich, Germany) deals with economic structures in regard to future utopias. In his paintings, drawings, sculptures and installations, the artist develops parallel universes that are home to fictitious corporate identities and forms of expression appropriated from financial economics. He utilizes the habitus of the financial economy and imposes his artistic ideas of myth and literary fiction in a language game of signs, symbols and ciphers. In doing so, Abramidis &NE creates semiotic forms of archaic symbolism paired with sketchy drawings, assembled into artistic works using cutting-edge technologies. With these tools the artist unfolds a cryptography of the present—a joyful science of contemporary capitalism. In 2018, Abramidis &NE was the recipient of the ars viva Prize for Fine Arts, awarded annually by the Kulturkreis der deutschen Wirtschaft im BDI e.V. In 2019, his works were shown in group exhibitions at Kunstmuseum Bern and KAI 10 | Arthena Foundation in Düsseldorf. He also received an artist residency grant on Fogo Island, Canada.

About max goelitz

max goelitz presents a contemporary, international and intergenerational program focusing on abstract and concept-based positions. In doing so, max goelitz operates in a network of partner galleries – such as OMR, Mexico City, and Häusler Contemporary, Zurich. In March 2020, Max Goelitz, formerly the gallery's director, succeeded Häusler Contemporary Munich. The newly formed gallery opened with the multimedia group exhibition *take me to*. The title affirmatively references both the continuation of a previous conceptual direction and, in its openness, a future to be created and defined.

For further information, please contact: gallery@maxgoelitz.com / +49 (0) 89 89063944

max goelitz
maximilianstrasse 35
entrance herzog-rudolf-strasse
80539 munich

maxgoelitz.com

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