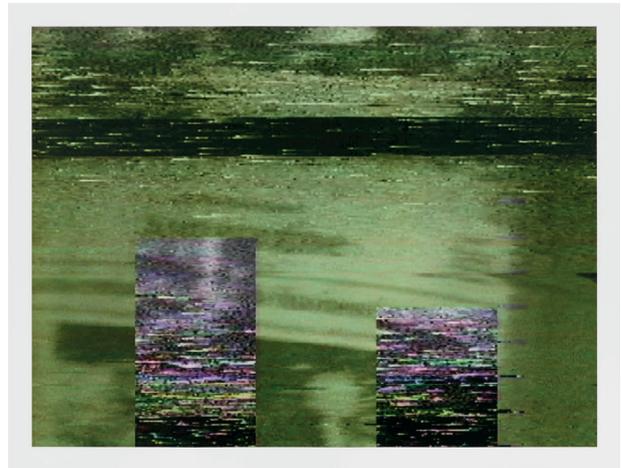
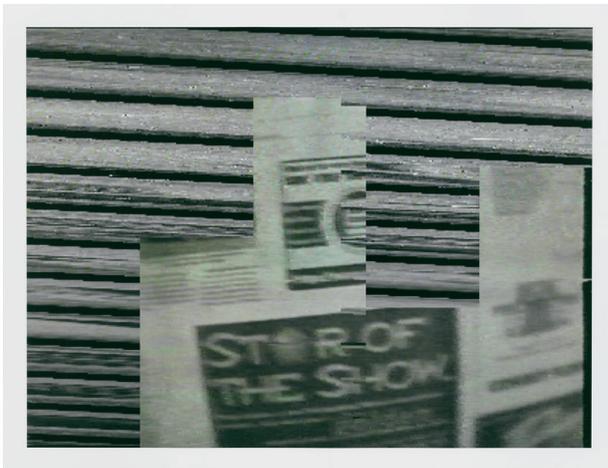


Press Release

Staging the Ordinary

Ulla von Brandenburg, Charlotte Herzig, Izidora I LETHE, Zilla Leutenegger,
Caro Niederer, Roman Signer

November 12, 2022 - March 11, 2023



Roman Signer, Überfliegen der Zeitung I & II, 1997/2022,
Offset and Lithography, Sheet: each 76 x 58,5 cm

“Staging the Ordinary” is the first exhibition of Edition VFO (Verein für Originalgraphik) in its new location at the Löwenbräukunst in Zurich. This group exhibition also marks the start of the 75th anniversary of the Kunstverein, which was founded in Zurich in 1948. “Staging the Ordinary” brings together different artistic positions that deal with central themes of staging. This includes the experimentation with certain actions in space and time, which become publicly perceptible in the staged act of performance. In addition to the presentation of everyday objects, the spectacle that takes place on a theatre stage, for example, also becomes a theme. The “spectacle” is not understood in the negative connotation of Guy Debord’s famous essay “The Society of the Spectacle”¹, but rather as “theatre of everyday life”².

Ulla von Brandenburg takes us into the partly absurd world of theatre with three lithographs. The colored layers of the curtain play a special role in two works of the series by revealing the spatial separation between audience/reality and stage/acting. Charlotte Herzig choreographs motifs such as leaves, hands, bushes and hills in colorful dream landscapes. The spontaneity of the arrangements and variations of the watercolor miniatures turn the works into unique pieces. Izidora I LETHE explores the neglected knowledge stored in bodies. Movements of the body are translated into lines of movement in intaglio printing, resulting in fascinating ramifications and color spectra. Zilla Leutenegger, on the other hand, stages the bookshelf as a visual interior trademark. The work is playfully situated between photography and painting and functions as a work on paper as well as an installation object.

Caro Niederer's first painterly lithograph is based on a photograph. The courtyard scene, depicting visitors during an opening, blurs the relationship between image, space and audience. The photo-to-lithographic works by Roman Signer are stills from the performance "Überfliegen der Zeitung" (1997), four of which are being published for the first time as a printed edition. In a humorous manner, Signer stages the ritual of reading the newspaper and transfers printed newspapers to a video monitor, which in the end results in unexpected, abstract glitches.

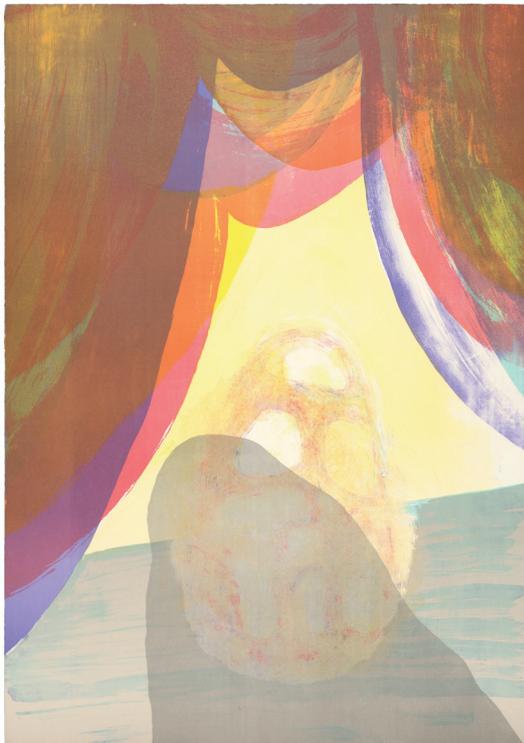
"Staging the Ordinary" brings together a wide range of new works that challenge classical notions of printmaking, especially through their various intermedia combinations such as flat printing and photography, lithography and watercolor, as well as monotype and intaglio. In addition the exhibition opens up an exciting perspective regarding the presentation of prints in space - both in terms of content and form. We are pleased to launch the anniversary year in our new space with this special edition exhibition.

For further information or images, please contact David Khalat at [info\(at\)vfo.ch](mailto:info(at)vfo.ch).

Notes

¹ Cf. Debord, G. (1994) [1967] *The Society of the Spectacle*, translation by Donald Nicholson-Smith (New York: Zone Books).

² Goffman, E. (1959) *The Presentation of Self in Everyday Life*. University of Edinburgh Social Sciences Research Centre.



Ulla von Brandenburg, *Scène avec ombre & Magicien*, 2022
Lithography on BFK Rives, each 100 x 70 cm