

## PRESS RELEASE

Munich, December 12, 2015

January 8 – February 5, 2016

## PHILIPP MESSNER CLOUDS

Grounds on the south  
side of the *Alte  
Pinakothek*, Munich



## SCULPTURAL PERFORMANCE HAPPENING

The public art project CLOUDS will take place in January 2016 on the grounds on the south side of the *Alte Pinakothek* art museum in Munich. During the sculptural performance happening, Philipp Messner will transform three ordinary snow cannons – like those used in Alpine skiing regions to simulate natural snow – into giant “spray cans”. By adding food colouring to the cannons’ water flow, he will create colourful artificial snow that will spread layers of crystalline colour over this central location in Munich’s *Kunstareal* (“art district”).



The three snow cannons will be installed in the extensive lawns between Munich University of Television and Film (HFF) and the *Alte Pinakothek* at the end of the first week in January 2016 and will remain there until the start of February. Operation of the cannons will depend on the weather, as they require temperatures of -3 °C and lower. Whether these conditions will occur – and if so, when – is as unpredictable as the sculptural forms the expanses and mounds of coloured snow will take after the desired interactions with the public have left their traces behind.

Grounds on the south side of the *Alte Pinakothek* in Munich’s *Kunstareal* (“art district”)

## SURREAL WINTERSCAPES

The concept behind these “picturesque” snowscapes examines our perceptions of what is artificial and what is real, of spatial and material considerations. The coloured snow is a simulacrum that references the artificial nature of its underlying material, mapping its method of production. Viewers can easily see for themselves that the snow is artificial, a mere surrogate of nature. This clarity of visual expression is both a comment on, and a deconstruction of what we perceive as the natural world around us – both as a general phenomenon and, more specifically, in Alpine skiing regions. Its artificiality is rendered visible by our active intervention and shifting perception, creating an area that has real existence yet is abstract. The viewer is invited to enter the space in both a physical and reflective sense.

## VIRTUAL AESTHETICS

The sculptures, performances and media works of Philipp Messner examine the experiences and impacts engendered by virtual encounters. CLOUDS – Messner’s first public space project in Munich – offers a visual and conceptual reflection of the ways in which computers shape and reshape reality. As digitization advances, we are experiencing a transition from images and complex information to information diagrams and material dissolution. Today, objects can be planned and produced entirely digitally in virtual space, before being returning to the reality of physical space by the 3D printing process. Visitors to CLOUDS become parts of these two-way transformations between physicality and (digital) imaging – the consumers and co-producers of a scheme of bright, ephemeral artificial snowscapes that recall digital colour schemes or the colour wheels of graphics programs in common use. The impact of digitization on our worlds, our perceptions and the imagery we produce creates what Philipp Messner has called “virtual aesthetics” (also the title of a 2008 collection of essays by Philipp Messner, Simone Heuberger and Alexandra Weigand, edited by Ekkehart Baumgartner and published in German and English by Kyrene, 220 pp.).

**PHILIPP MESSNER** (\*1975 in Bolzano, South Tyrol, IT) lives in Munich, Germany. He studied under Michelangelo Pistoletto at the Academy of Fine Arts in Vienna and under Giuseppe Penone at the National School of Fine Arts in Paris, graduating in 1999 from the Vienna Academy of Fine Arts. Messner’s works have been exhibited in museums and galleries including Kunstverein Göttingen, Museion in Bolzano, the Centre for Contemporary Art in Warsaw and the ERES Foundation in Munich. Philipp Messner has won numerous awards and grants, including the 2014 VHV Artist of the Year and, in the same year, a three-year studio scholarship from the City of Munich.  
[www.pmessner.com](http://www.pmessner.com)



**Philipp Messner: CLOUDS (January 8 – February 5, 2016)**  
Grounds on the south side of the *Alte Pinakothek*, Munich

**Press event: January 8, 2016, 11 am**

Grounds on the south side of the *Alte Pinakothek*, Munich (Barer Str. 27, 80333 Munich)

**Talk: January 23, 2016, 11 am**

Vorhoelzer Forum (TU Munich, 5th floor, Arcisstr. 21, 80333 Munich)

Philipp Messner is available for interviews. Please address interview requests and any other enquiries about the CLOUDS project to **Press contact: Nan Mellinger**

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**Philipp Messner at ERES Foundation :**

The ERES Foundation exhibition “Snow Future” from January 17 to April 23, 2016 will present works by Hansjoerg Dobljar, Philipp Messner, Walter Niedermayr.

More information: ERES-Stiftung, Römerstrasse 15, 80801 München, [www.eres-stiftung.de](http://www.eres-stiftung.de)

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