

BLOCKFREI

PRESENTS

ART COLLECTIVES FROM SERBIA

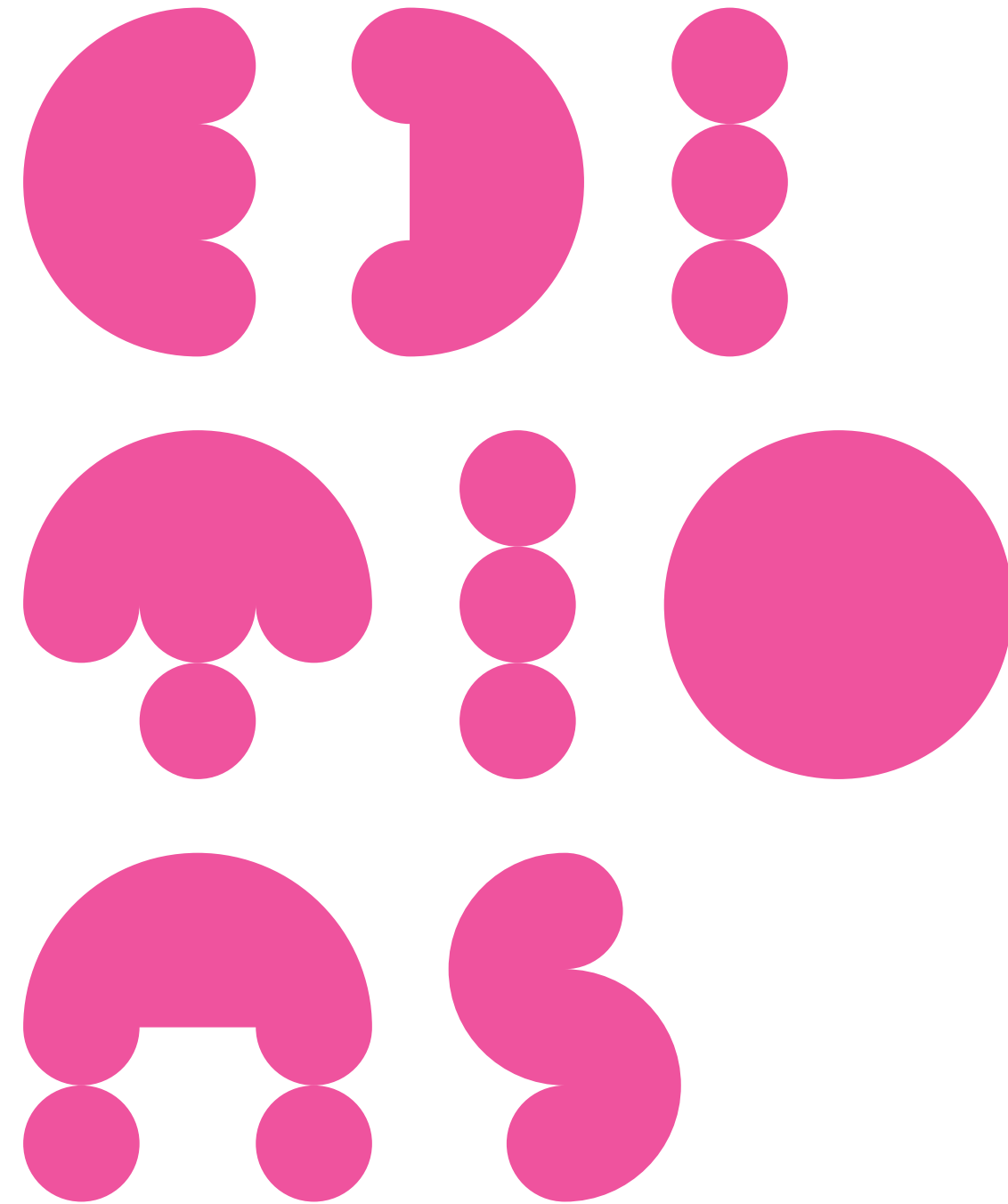
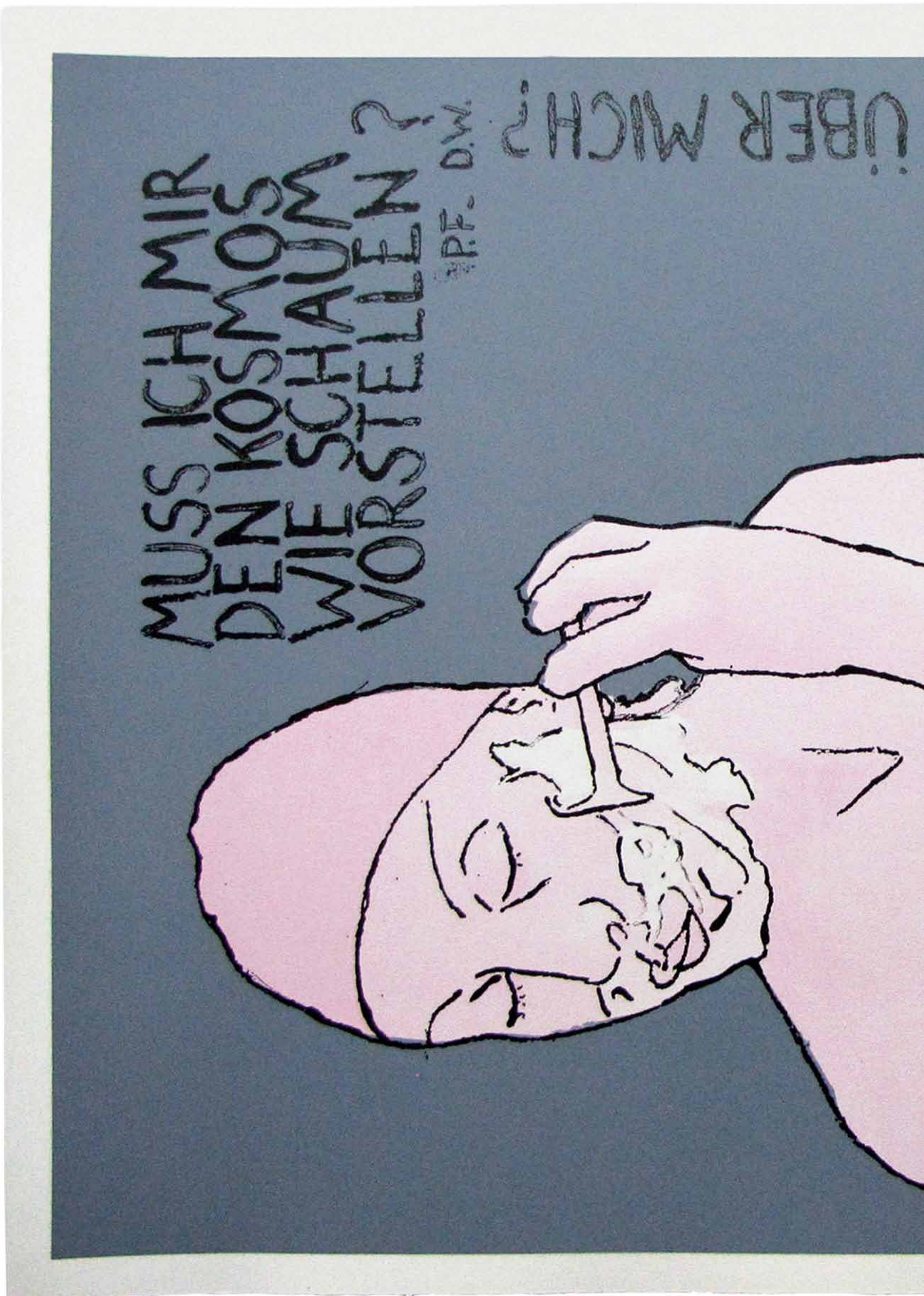
AT

VIENNA CONTEMPORARY 2015



Stand No. A 34





ABOUT **BLOCKFREI**

BLOCKFREI is an independent cultural organization, founded in Vienna in 2013. It is conceived as a platform for innovative contemporary cultural praxis, with the goal to support the cooperation between cultural groups from Austria and South-Eastern Europe. Such an interaction increases the visibility of cultural variety present in Austria, where ethnic groups from the mentioned region form a significant part of the society. BLOCKFREI embodies the concept of mobility of artists and cultural professionals and strongly believes that multicultural projects are of the highest importance and a significant contribution to the global cultural and geopolitical sphere.

At Viennacontemporary BLOCKFREI will act as an umbrella association and present three working Art Collectives from Serbia. These collectives represent some of the most distinctive players in today's contemporary art scene in Serbia, and include established figures alongside the emerging artist.

Gathered around shared goals, they produce editions of graphic prints and photographs in small series, available in limited number of copies with highest artistic value, as well as open editions that are recognizable for its edgy and engaged narratives.

With this project BLOCKFREI aims to contribute to the higher visibility of contemporary graphic print and photography.



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THE **EXHIBITION**

PRINT MAKING

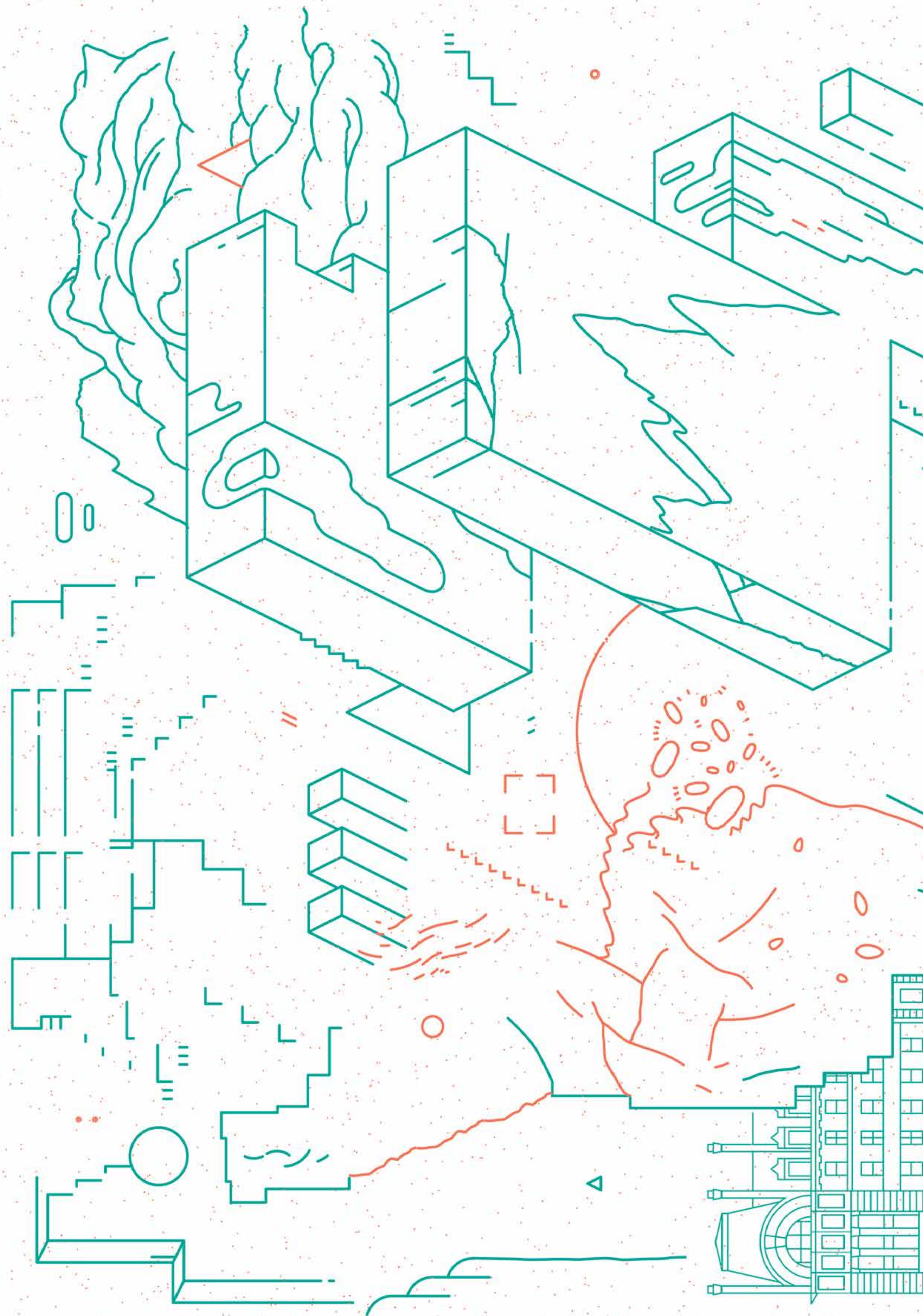
Owing to its multiplicative character, printmaking has always been an integral part of social-political changes, enabling dispersion of free thoughts and ideas, overcoming class barriers, and, in a certain sense, enlightening the society. Until 1960, the art of printmaking had rarely been the main focus of artists' interest. For most of them printmaking represented a peripheral activity, secondary in relation to sculpturing or painting. During 1960s and 1970s, with the emergence of printmaking studios and centres mainly in the USA and UK, the exploration of printmaking potentials was encouraged and, in consequence, this medium became the primary form for an increasing number of artists. Such change represented a significant step ahead, establishing printmaking as an art discipline and ranking it, probably for the first time, shoulder to shoulder with sculpture and painting. Not being looked upon as of secondary value any longer, printmaking became the basic art medium for many artists and as such much more represented in the last sixty years. The results of this development was that it became technically-technologically less demanding and more practical. Presently more than ever, it is on equal footing with other art disciplines and an integral part of new media's art forms, where boundaries are obscure and vague in terminological sense.

The printmaking medium has been profiled as a collaborative activity; workshops, studios and institutes performed an important role in the technological - art development of printmaking. Those responsible for such a quick adaptation of the traditional art form to the contemporary technical - technological trends are, almost guide - like, associations and ateliers, deeply disparate from the common practice of painting and sculpture. Those very centres organized and created art communities that enabled unlimited collaboration between printmakers and Turned them into, quite possible, the best - networked artists who made the most of the emergence of the internet and social networks and exploited all opportunities for international cooperation. Thanks to the work carried out in the collectives, most imaginative projects and innovative discoveries took place.

For an art consumer, the art of multi-original primarily represents the possibility to own a work of art. Being more accessible in financial terms, it encourages a collector - beginner, and it has its role in rejuvenating the age structure of the art market. In that regard, BLOCKFREI has selected two important collectives which are quite known for their editions of graphic prints; Centre for Graphic Art and Visual Research - AKADEMIJA - an established institution, a part of Faculty of Fine Arts, University of Arts Belgrade, which functions as a working collective and a platform for preservation of traditional techniques as well as for experimenting with new techniques in the field of graphic art; and SILKSKRIN - a bold and high-spirited collective of four young artists, which are with subtle wittiness continuously reflecting on the problems of today's society.

PHOTOGRAPHY

When talking about multi-originals, one can say without a doubt that the medium of photography cannot be sidelined. After it was discovered, painting did not have to mimic reality anymore. Liberation of visual arts proved to be stimulating for photography as well, which caused it to develop into an important documentary medium, while artists recognized at the same time the conceptual element within it. In the 1920s and 1930s in the USA, social documentary photography developed as one of the main directions and still is inspiring many artists in the field. One such photograph collective from Belgrade called BELGRADE RAW adopted this path, but has also created its own very recognizable aesthetics "without embellishments".



CENTRE FOR GRAPHIC ART AND VISUAL RESEARCH

AKADEMIJA

Center for Graphic Art and Visual Research - AKADEMIJA, Faculty of Fine Arts, University of Arts Belgrade, is the first and only highly professional institution in Serbia that specializes in printmaking. Center for Graphic Art and Visual Research - AKADEMIJA unifies printmaking studios, exhibiting space and market placement of the editions created in collaboration with selected artists. Through the work of this institution an overview of the Serbian contemporary art scene can be seen, as it hosts various artists specialized in different media and enables them to produce in its facilities print editions in small runs. In the scope of its art production, the Center has released over 300 editions created by local and foreign artists. Since it was founded in 1995, it has quickly become an important gathering place of artists who are interested in experimenting within graphic art. It has also provided fundamental prerequisites for affirmation of innovative graphic art creations in the context of Serbia and initiated a collection of graphic art creations by artists of all generations.

Center for Graphic Art chose to present its activities at Viennacontemporary through artworks of artist that are coming from different generations and working in different techniques, allowing for a comprehensive glance at the full potential of contemporary printmaking.

Represented artists at Viennacontemporary: Bora Iljovski, Dragoljub Raša Todosijević, Simonida Rajčević, Jelena Trpković, Žolt Kovač, Nikola Marković, Milan Blanuša, Marina Marković and Tadija Jančić.

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SILKSKRIN

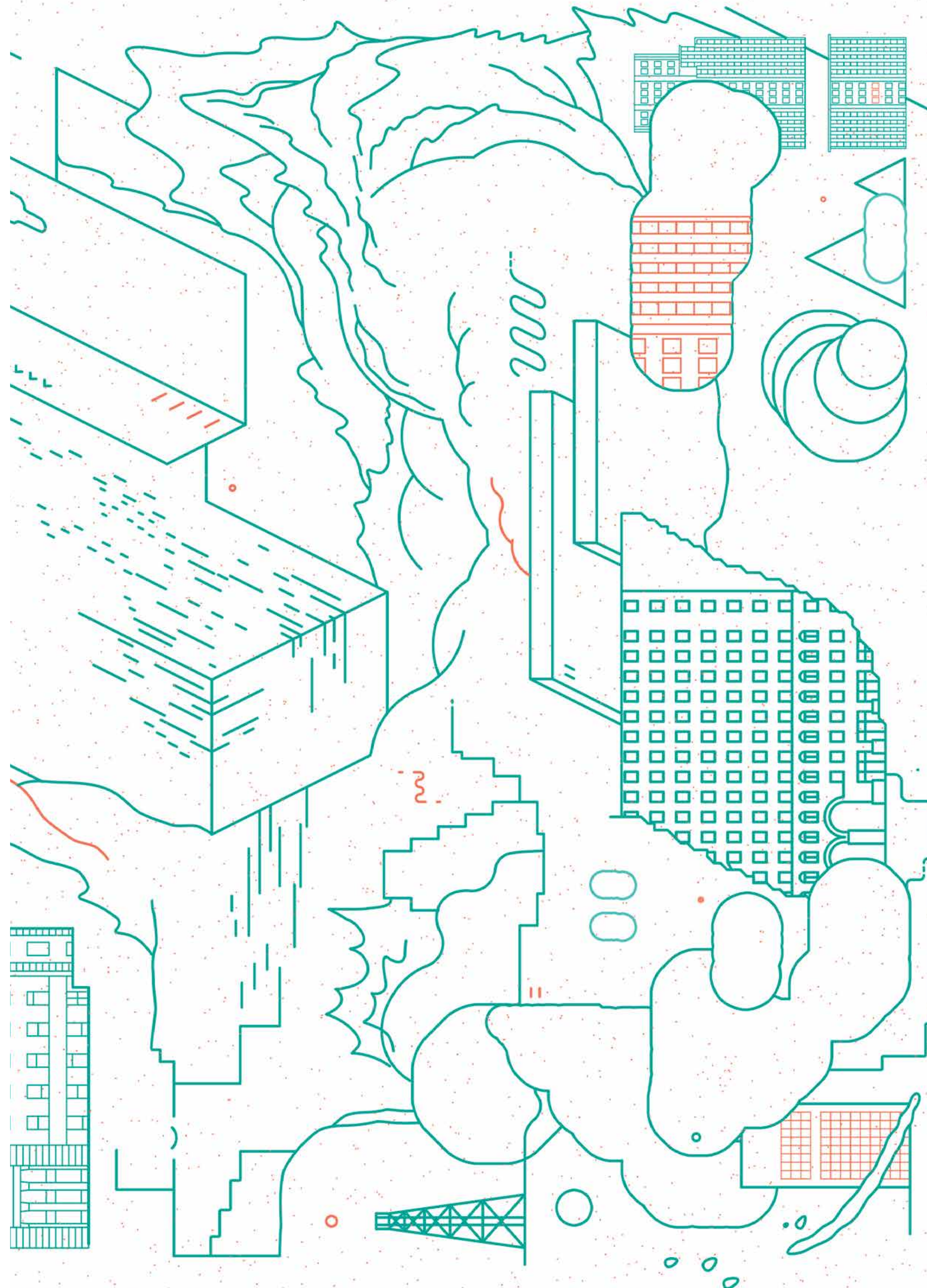
SILKSKRIN is an assembly of four visual artists from Belgrade whose aim is to promote the artistic expression in graphic communication. Balancing between traditional and contemporary printmaking techniques and moving through the wide field of visual research, SILKSKRIN stands for a clear and dynamic artistic expression and active exchange of ideas and experiences with other artists. In the past years, the main guidelines and stylistic preferences of this collective have been pop culture quotes, visual art forms used in design, as well as design used as an element of visual art forms. Constantly searching for new ideas, techniques, collaborators, SILKSKRIN believes that art is for everyone and stands up for spreading a word about printmaking, its promotion and education of audience. Their prints are printed out in silk screen technique on high-quality paper and in limited edition. All the collective's projects are sustainable – by selling prints, it supports future projects and covers expenses of production. As one of the main goals of SILKSKRIN team is to promote art and artists, all prints are being sold at reasonable prices. This way visitors of exhibitions get not only an authentic piece of art but also contribute to development of creative art scene in Belgrade and Serbia. The collective's motto is „Serious art at not so serious prices“. All the projects are made to be modular and mobile – they can be easily moved and adjusted to any space, because SILKSKRIN first and foremost operates through art events, which have during the years gathered many visual artists. In most cases the actions were conceived as multimedia events that have, besides work exhibits, also included other media: concerts, video projections, and video installations. Two editions of SILKSKRIN collective will be presented at Viennacontemporary: ME MYSELF AND I and HORORPRINT.

ME MYSELF AND I is the latest project of SILKSKRIN team, a portrayal of the principles that led the group throughout its previous works, conceived and executed as a multimedia experience appealing to a wider audience that offers an extraordinary audio-visual pleasure and amusement. The project was carried out and promoted in six cities: Belgrade, Pančevo, Sopot, Kragujevac, Berlin and Neuchatel (Switzerland) with a great success. Under the title ME MYSELF AND I the collective attempted to provide an answer to the questions why it is important to love oneself in the contemporary world? Have you heard that one should love oneself? Are you in love with yourself? How much do you enjoy talking about yourself? You don't feel embarrassed to tell everyone how fucking awesome you are? Do you think about what you need? Who do you need? How much do you need? Why do you need? A group of artists will try to explain to you why you should love yourself. To the Moon and back. Each of them in his own way. To stand for oneself. He who cannot stand for himself / herself could never stand for the others. Print technique: offset; dimensions: 50x70cm and 50x50 cm.

HORORPRINT action was realised in the Graphic Collective Gallery in Belgrade, at the event called "Night of Museums". It has been carried out by 13 artists to whom it was given a task to make prints which would express their phobias, fears and other eerily thoughts. SILKSKRIN collective screen-printed these gory visions with great unease using just two colors - nocturnal black and blood red. If we add that the format of the prints is 13x13 cm, it becomes clear why this edition is so horrifying.

Represented artists at Viennacontemporary: Milica Pantelić, Natalija Dabić, Nikola Korać and Željko Lončar.

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The collective Belgrade Raw, with its dynamic photographic and artistic production atmosphere, as well as its 10 members, forms quite an unusual occurrence in its surrounding. It was created almost by accident, without great expectations and aspirations, by a generation of younger artists connected by the identical attitudes toward the photographic medium, primarily for the purpose of everyday, subjective recording of Belgrade - the city where all the members have been born, live and work.

Collective Belgrade Raw has so far exhibited in several important exhibitions and events including "Donumenta 'in Regensburg in 2011, and the Museum of Contemporary Art (Serbia, Belgrade) in 2012, as part of the exhibition "Fotodokumenti 02". The collective organized its first Photo-Fair at the Cultural Centre REX in 2012. The event aimed at the affirmation of photography and photo books through lectures, ad-hoc library and selling exhibition. Since then, the Photo-Fair event is being held every year, continuing to deal with current topics in the world of photography through lectures and exhibitions. In 2013, the collective was invited by the Belgrade Cultural Centre to edit annual program of the photo gallery "Artget", Belgrade.

Since 2014, the collective has initiated a project Serbia Raw, that aims to present within the Photo-Fair exhibitions photographic materials that is collected in a series of workshops held to the photography lovers in cities across Serbia.

The collective has one photo book, published by the Slovenian ROSTFREI Publishing.

Belgrade Raw does not practice the principle of "editions" in the medium of photography, but for this year's Viennacontemporary, the collective decided to make a special selection that consists of 40 photographs. The concept behind this display is to represent Belgrade today, as well as a segment of contemporary street photography in this part of Europe.

Represented artists at Viennacontemporary: Darko Stanimirović, Andrej Filev, Luka Knežević-Strika, Nemanja Knežević, Milovan Milenković, Dejan Golić, Jelena Mijić, Dušan Rajić, Saša Trifunović and Mane Radmanović.

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KUNSTKOURD

