

21st Century Museum of Contemporary Art, Kanazawa

PRESS RELEASE

2011.4.28



Exhibition Title	Jeppe Hein 360°		
Period	Friday, April 29 (a holiday) – Wednesday, August 31, 2011 10:00 - 18:00 (until 20:00 on Fridays and Saturdays) Note: Tickets available until 30 minutes before closing Closed: Mondays (open on May 2, July 18, August 15), July 19 (Tue)		
Venue	21st Century Museum of Contemporary Art, Kanazawa (Galleries 1-6, 14 and corridors)	Number of Exhibited Works	10
Admission	General: ¥1,000 (¥800*) / College students: ¥800 (¥600*) / Elem/JH/HS: ¥400 (¥300*) / 65 and older: ¥800 (*Prices in brackets for groups of 20 or more, and pre-exhibition sales) Tickets also allow admission to Collection Exhibition I. (April 29 - July 18) Joint admission tickets for this exhibition and "Inner Voices" General: ¥1,700 (¥1,400*) / College students: ¥1,400 (¥1,100*) / Elem/JH/HS: ¥700 (¥600*) / 65 and older: ¥800 Advance Tickets: Ticket PIA (Tel 0570-02-9999; [Exhibition ticket code] 764-563 / [Joint admission ticket code] 764-562) Lawson Ticket (Tel 0570-000-777; [Exhibition ticket code] 53424 / [Joint admission ticket code] 53437)		
Organized by	21st Century Museum of Contemporary Art, Kanazawa (Kanazawa Art Promotion and Development Foundation)		
Supported by	Royal Danish Embassy, THE HOKKOKU SHIMBUN		
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About the Exhibition

“360°” will be the young Danish artist Jeppe Hein’s first solo exhibition at a Japanese art museum. Staged in seven galleries and in corridors, the exhibition will offer ten works, including humorous installation works exploring the viewer’s relationship with art. The title, “360°,” while reflecting the Museum’s round design open in all directions, expresses Hein’s wish to draw viewers into involvement, and his desire to awaken new perceptions of spaces by means of artworks in motion using water, mirrors and light. “360°” will be an interactive exhibition offering playful encounters with spaces.

Exhibition Features**An exhibition bringing out the features of SANAA’s museum design**

This will be Jeppe Hein’s first solo exhibition hosted by an art museum in Japan. As its title “360°” suggests, the exhibition will specifically allude to the Museum’s circular building, designed by Kazuyo Sejima and Ryue Nishizawa of SANAA. Its round gallery, for example, will host a rotating, mirrored work that responds to the gallery’s shape in producing a completely new kind of spatial experience. Through such a work, visitors will newly discover our museum building’s fascinating features.

Many experiential & interactive artworks all ages can enjoy

Experiential and interactive artworks employing, light and mirrors. A gallery wall that, you suddenly realize, has changed its position; an invisible labyrinth through which you walk, detecting your way by means of infrared signals—these and many more large-scale experiential works drawing viewers into involvement will be offered. An exhibition for all ages. A workshop corner for children is also planned.

**New perceptions of space that make your head spin . . .
An exhibition that stimulates your sensory perceptions**

Hein’s works frequently involve experiences of perception. This exhibition features a rotating, mirrored pyramid and many other large-scale works that act on our senses and perceptions. Entering Hein’s *Rotating Labyrinth* produces a dizzying new experience of space, as if one’s surroundings were spinning. Also featured will be a new photographic work, *360° Gallery*, created at this museum by rotating a camera 360°. Employing varying methods, Hein will subvert the perceptions of visitors who experience the works.

Artist Profile**Jeppe HEIN**

Photo by Anne Mie Dreves

Born in Copenhagen in 1974. Graduated from Royal Danish Academy of Arts, Copenhagen and Städelschule für Bildende Kunst, Frankfurt / Main. Currently based in Berlin.

Besides his numerous solo exhibitions at art museums, including Sculpture Center in New York, Hayward Gallery in London and Centre Georges Pompidou in Paris, Hein has participated in international art festivals such as the Liverpool Biennial and Biennale di Venezia. In 2009, he held a large-scale exhibition at ARoS Kunstmuseum Aarhus, Denmark. He has also produced permanent public art works such as Water Pavilions, Modified Social Benches, and Mirrors Labyrinths for various locations worldwide. Hein creates humorous, witty artworks that respond to the viewer’s involvement, thereby occasioning communication among viewers.

Related Events**Gallery Tour with the Curator**

Date/time: Saturday, April 30, 14:00 – 15:30

Meeting Place: Lecture Hall, 21st Century Museum of Contemporary Art, Kanazawa

Admission: No charge (with same-day ticket to this exhibition)

Language: Japanese

*Artist talk by Jeppe Hein has been cancelled and replaced by Gallery tour with the curator.

Selected Exhibited Works

Photos of artworks no. 1 to 4 below are available for promotional purpose.

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Gallery 1

Rotating Pyramid II

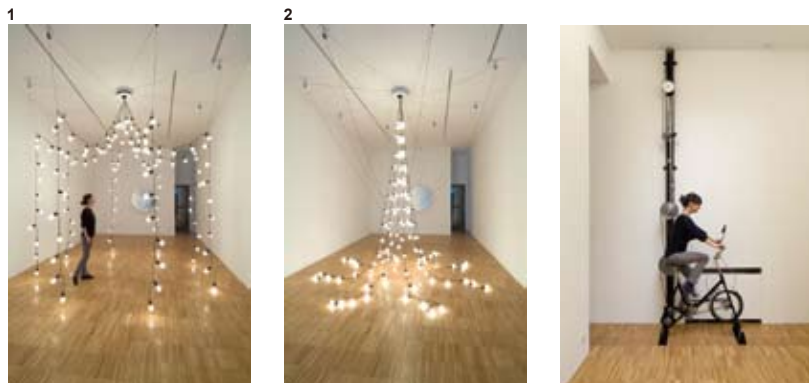


Rotating Pyramid II, 2007

A mirrored pyramid mounted on a wall rotates slowly around its axis, throwing varying light reflections on the surrounding walls. With each respective position, the mirrored surfaces reflect sections of the ceiling, floor and the walls of the room. Thus, a work of formal simplicity enables a new, disjoined perception of space, as if the reflected fragments of the surrounding surfaces and objects have recomposed the room. The abstract composition of line, colour and form is reminiscent of the view through a kaleidoscope.

Gallery 2

Light Pavilion



Light Pavilion, 2009, photo: Jan Mot

Several light chains hang down from the ceiling of the exhibition room as a string. Slowly moving upwards, a pavilion of light chains appears that visitors may enter before it sinks down again. Visitors exploring in back of the wall in the middle of the room are suddenly facing a person pedaling on an exercise bike, thus making the installation go up and down.

Gallery 3

Invisible Moving Wall

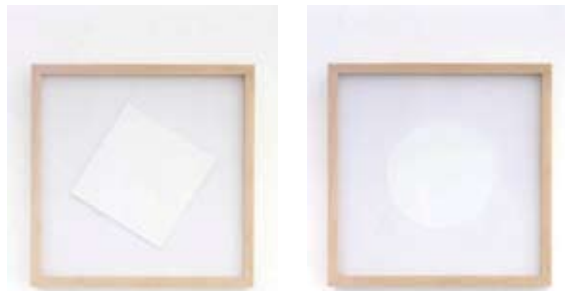


Invisible Moving Wall, 2001 Photo: Enrique Tourin

Almost imperceptibly, a large-scale, freestanding wall moves slowly back and forth between two walls of an exhibition room, at times blocking the way on one or the other side. Walking through the exhibition and returning to places previously experienced, visitors might notice that the wall has been repositioned, but, without really knowing how. Thus, the exhibition space is not only redesigned constantly; visitors are also encouraged to consider how they perceive a space.

Gallery 3

Rotating Square II



Rotating Square II, 2011

Within a picture frame mounted on the wall, a blank sheet of white paper continuously rotates at high speed. At first glance, the rotating object comes across as a circular form, but looking at it more closely, it turns out to be a square rotating so fast that it is perceived as a circle.

Gallery 4

Invisible Labyrinth

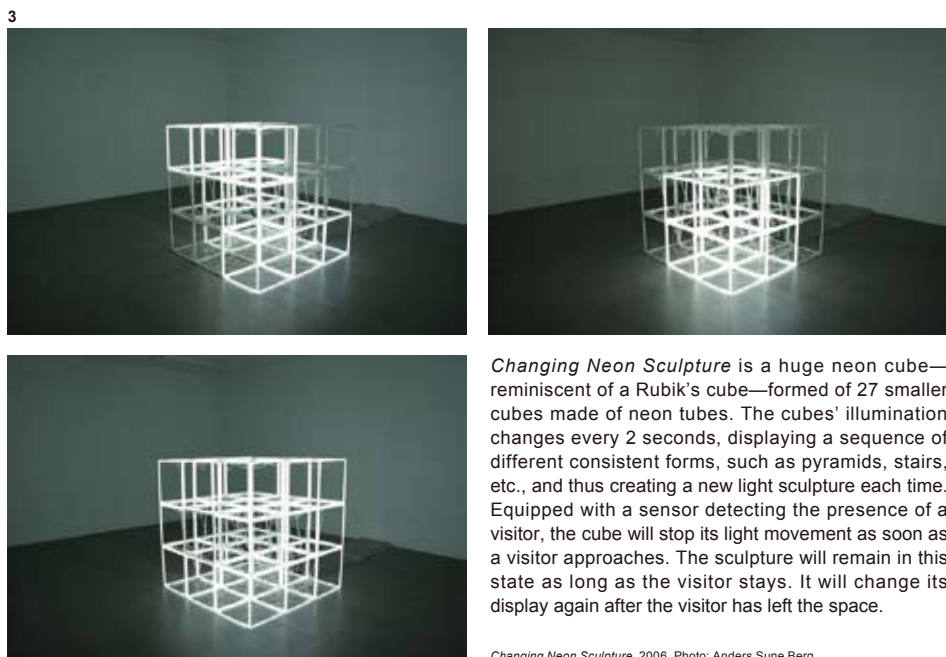


Invisible Labyrinth, 2005,
Photo: Anders Sune Berg

An imaginary labyrinth without the physical walls that usually direct the movement of the visitors is installed in the exhibition room. Instead, the maze structure is organized by infrared signals. At the entrance, visitors find a board with infrared sensor headsets, which react with a vibrating alarm when an infrared signal, equivalent to an invisible wall, is received. Visitors thus combine the visual information with the technologically produced invisible leads, recreating the labyrinth in their imagination. *Invisible Labyrinth* is a new form of architecture or sculpture, since it is no longer a visible or physically tangible object but a work of the imagination and thus only becomes a sculpture through the interactivity and psychology of the viewer.

Gallery 5

Changing Neon Sculpture



Changing Neon Sculpture is a huge neon cube—reminiscent of a Rubik's cube—formed of 27 smaller cubes made of neon tubes. The cubes' illumination changes every 2 seconds, displaying a sequence of different consistent forms, such as pyramids, stairs, etc., and thus creating a new light sculpture each time. Equipped with a sensor detecting the presence of a visitor, the cube will stop its light movement as soon as a visitor approaches. The sculpture will remain in this state as long as the visitor stays. It will change its display again after the visitor has left the space.

Changing Neon Sculpture, 2006, Photo: Anders Sune Berg

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Gallery 6

Cage and Mirror

A huge cage defines the gallery space, and even though it is made of rough iron rods, its structure appears light and open. The slender bended bars offer views from inside and outside. People are allowed to enter the cage and walk around the huge mirror hanging in its middle. Looking at the mirror as it turns almost imperceptibly, viewers are confronted with an unusual perspective on their surroundings that results from the movement of the mirror image.

Gallery 14

Rotating Labyrinth

4



Rotating Labyrinth, 2007,
photo: Tate Photography

Rotating Labyrinth is a maze structure made of mirrored lamellae, which reflect the surroundings, the visitors, as well as each other. The lamellae form a structure of two concentric circles. Their completely mirrored surface lets the elements melt with their surroundings to become invisible to a certain degree. Moreover the inner and the outer circles slowly rotate in opposite directions. As the visitor enters and passes through the sculpture, the installation thereby challenges the physical and psychic attention of the viewer and aims at an active, playful interaction with the work. The work directly subverts and displaces our experience and perception of our surroundings and ourselves.

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