

„Hell Is Coming / World Ends Today“ a situationist play for the inner city of Madrid

„Hell Is Coming/World Ends Today“ is a temporary intervention staged in Madrid. It has a duration of one week (07.02.- 14.02.) and will include a total of 151 participants.

In the work „Hell is Coming/World Ends Today“ Andreas Templin is showing reference to the Situationist movement, its strong impact and continuous flow and, in relation to that, points at some of the common problems that movements seem to be afflicted by: The moment of its pure realisation by an individuals mind vs. the competitiveness of styles, attitudes and trends of specific concepts in society.

In this artwork, a few of the key philosophical thesis which sum up, from Templin's viewpoint, the strongest and most direct impact on the individual in contemporary Western societies culminate in an ephemeral play.

This happens by transferring these philosophers' names into daily life by asking 150 inhabitants of Madrid to wear urban fashion items with label-prints for one week in their daily routine. While simply following their daily routine, the artwork itself sinks into the urban space, the philosophical concepts compete face-to-face with the other label concepts and brandings in the public domain.

These concepts and their visual appearance are

- „speed and devastation“ / Paul Virilio



- „the camp / the concentration camp“/ Giorgio Agamben





- „power“ / Michel Foucault

- „hatred / fundamentalism“ / represented by an re-enactment of fanatic right-wing demonstrations. This will be staged by a doppelganger of a preacher standing around at various street-corners of Madrid



*„The question this work is raising: Are these names already „labels“ (or do people simply acclaim them as big labels) or do they transport meaning? Can such an ephemeral intervention survive as an artwork in the eyes of the public?“. Andreas Templin*

There will be a live-published website available with special contributions by Dr. Andreas L. Hofbauer and Dennis De La Haye. Dr. Hofbauer is a Berlin-based philosopher who will built relevant contributions and references on the theoretical background of the project and the relevance of the philosophical theses expressed in it. His contributions include a panel-discussion, video-contributions for the website and writings.

Dennis De La Haye is working as senior brand consultant for MetaDesign, a Berlin-based company. He will run a blog reflecting on the current techniques of marketing, branding and pr. All this contributions, including pictorial material of the participants in their daily life, will be featured on the weblog:

<http://worldendstoday.wordpress.com/>

About Andreas Templin

Here he describes his work–approach:

“My work is often built around idioms of mainstream culture– in formal, visual and contextual means.

It is acting from a post–productive atmosphere of art–production and attempts on

impulsive use of wide ranging styles and gestures.

Taking a creative-direction approach which implements all media and ways of expression (by principle) and is rather guided by a critical idea-based process with a rhetorical ending embedded in the finished artwork/ exhibition seems to me very interesting. It is, from a formal point of view in some tradition with conceptual art, but is also nurtured from "the idea of the perfect surface" as well as irony and humor becoming weapons in the artistic process.

I am trying in my work to grasp into the domains of schizoidity, doubleness and irrationality, the shuffles and interplays these domains are able to stage, accompanied by a doubtfulness about methods and approaches that attempt to be very canonical by means of formal or contextual issues.

In traditional means, the rhetorical issues have come to a dissociative end as we all know and experience. That, for instance there is always the possibility to swap sides by means of interpreting and re-interpreting facts in a discourse is a strange development.

This is of course influencing the discourse happening in the visual arts as well.

As I do not see the necessity for a work of art to take sides I "treat the content democratically: there is a matter of interpretation, but the implemented domains are not being directed to a certain outcome – to reformulate issues from and out of an artistic viewpoint in the sense of a democratic blueprint is my foremost intention."

Recent exhibitions, projects and texts of his include:

C.A.R.L. „Center for the Advancement of Recreation and Leisure“ collaboration with Eric von Robertson, W139, Amsterdam/The Netherlands

Evolution De L'Art, gallery Evolution De L'Art, Amsterdam/The Netherlands

„Here/There“, Chinese-European Art-Center, Xiamen/China

„Embedded Art“, published in German magazine TEXT-REVUE, edition „L'Art pour L'Art“

Rotterdam International Architecture Biennale, Rotterdam/The Netherlands

He gives workshops for deprived kids with UNICEF, the last one happening in November in Mumbai/India

He is winner of the 2006 EGOART-prize and the 2006 Belluard Bollwerk International-prize Up-to-date info on his projects and exhibitions can be found at:

<http://andreas-templin.blogspot.com>