

ANTONY GORMLEY

DOMESTIC DRAMA, HALLE FÜR KUNST, STEIERMARK, AUSTRIA, 2021 - 2022

14 December 2021 - 20 February 2022

In 1960, Austrian-American psychologist Ernest Dichter published *The Strategy of Desire*, in which he presented his most important thoughts on the development of market and motivation research. On the basis of Freudian psychoanalysis, Dichter developed methods that he called "the art of influence," designed to continually increase our desire for new commodities. At the center of his thinking rests the assumption that humans make decisions not on the basis of rational considerations but of emotions.

This large group show *Domestic Drama* is an attempt to trace and conjure up the "souls" that Dichter described, which are allegedly resting in our everyday objects. The scene of this search is a place that is highly formed by emotions: the home. In hardly any other place than our own four walls, otherwise hardly tangible but nonetheless essential categories are revealed—such as our social, economic, ethnic, and gender affiliations. Living somewhere can very directly shape our social belonging and participation, and in particular precisely whenever this basic need is not fulfilled or is precarious.

In our immediate present determined by the ongoing Corona pandemic, this condition has become clearer than ever—the "home" has been transformed from a refuge to a place of permanent production, where the borders between the private and the world of work have disappeared and where the conflicts that result from this, which formerly were enacted outside, are now negotiated in the interior of our private realms.

Domestic Drama represents an attempt to understand everyday objects not as tools and objects for use, but as representatives of all of these conflicts, and of wishes and desires that shape our identities. In contrast to a purely educational and analytic approach to the theme, this exhibition intends to use direct and diverse aesthetic and conceptual strategies to create a physical and psychological space in which the processes and mechanisms described above can be experienced.

Artists include Larry Achiampong, Ayo Akingbade, Aram Bartholl, Camille Blatrix, Oscar Enberg, Vera Frenkel, Nigel Gavus & İkin Beste Çırak, Antony Gormley, Mona Hatoum, Kaarel Kurismaa, Nicola L., Bertrand Lavier, Olu Ogunnaike, Laura Pöld, Bruno Zhu.
