



They used to be better. monochrom (1993-2013), MUSA 2013 <http://monochrom.at/diewarenfrueherauchmalbesser/>

Partner 8: Kunstverein Monochrom, Austria > Günther Friesinger

1. Exhibition Concept

Austria's international art-theory-DIY collective monochrom celebrates 20 years of existence in 2013. The group's approach — political, philosophical, sociological, artistic, and economic — is thoroughly transdisciplinary, and the energetic intensity of their output could only be achieved by a collective. monochrom's work has resulted in an extremely nuanced and complex oeuvre. The group took part in numerous exhibitions, has a long publishing history, and has created a considerable number of projects — theatre plays, computer games, net activities, panels, performances, film and music productions, as well as activist events. On this the dawning of monochrom's third decade, the MUSA honors the group's never-ending contribution to the international art, discourse, and DIY scene with a retrospective. Both the MUSA and monochrom consider openness and a social involvement to be of utmost importance. Therefore the MUSA lets the art group take over the entire space, celebrating the group's experimental nature and non-predictability.

2. **Dissemination**

- Context Hacking | monochrom introduces yet another book
- Ablinger's Little Shop of Hardware-Horrors | monochrom behind-the-scenes in the form of anecdotes
- Cathode's Charme | monochrom videos we actually love but should not screen anyway
- Cathode's Shame | monochrom videos we actually hate but want to screen anyway
- Grenzfurthner and Gratzner talk about occupation | monochrom behind-the-scenes in the form of anecdotes
- We've got something here for you: Ruiss! Ruiss! Ruiss! | An evening of reading with monochrom
- Fucking yellow press! | Live sorting of the ginormous monochrom press archive
- Now this is really totally monochrom! | An afternoon of workshops with people who have always had strange ideas and monochrom might be able to pull it off for them
- Our desert can't be found on a map | monochrom's Frank Apunkt Schneider will talk about sacral pop music, the love of our lives
- Experience the Experience of Being Buried Alive | An adventure service by monochrom

3. **Conclusion: in respect to the COP1 and COP2**

Toolkit 1 – activation, participation and & role modification: the visitor is not simply the consumer of the exhibits he is an active part in exploring and trying out the objects. Visitors appreciate that kind of approach and embrace it as an playground. The hands-on approach attracts visitors from all kind of age.

Toolkit 2 - web and interaction: monochrom has a big **fanbase** on the internet and provides the most stuff for free use

Focus on COP 1 + COP2



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