



MAY 9 – 13, 2018
KUNSTVEREIN FAMILIE MONTEZ

VKUNST

**MEIN NEUES ICH (MY NEW ME)
MAY 4 – 5, 2018**

VIDEO- AND MEDIA ART

Deadline: March 15, 2018



VKUNST FRANKFURT VIII „MEIN NEUES ICH“ (MY NEW ME) VIDEO- AND MEDIA ART EXHIBITION MAY 4 – 5, 2018

In 2018, vkunst frankfurt will for the eighth time showcase the latest trends in video art. The galleries and stores on Fahrgasse, behind the Museum of Modern Art Frankfurt, will once again function as an “open-air exhibition space”. With vkunst frankfurt, video art moves out of the museum setting and into the city.

Under the title “Mein neues Ich” (My new me), curators Christoph von Löw and Andreas Greulich will examine artistic output dedicated to life in the 21st century. On two evenings from 8 p.m. to midnight participating artists will show projections, interactive installations and animated computer art in the displays of the galleries and stores. In 2018, vkunst frankfurt will present selected works of the exhibition from May 9–13 at the premises of the Kunstverein Familie Montez e.V. (Honsellstr. 7, 60314 Frankfurt am Main).

vkunst frankfurt is organized as a regular platform for national and international media artists.

CENTRAL MOTIF 2018: „MEIN NEUES ICH“ (MY NEW ME)

My new me – it sounds like a promotional slogan from the sports or health industry.

The promise that after a few training sessions in a fitness studio you will become a totally new person. The creation of an ideal of perfection – Me, release 2.0.

But it is also a question about your own identity. The wish for change, something new. Giving yourself a radical makeover. In a society subject to constant change does a person have to adapt so as not to be left behind? Or should he consciously choose not to adapt for that very reason? Identity is nothing readymade. Nothing you are born with or acquire. In the same way that we are capable of shaping the reality we live in, we are also able to repeatedly re-invent ourselves – no matter what age we are.

This transformation can be expressed outwardly in a new hairstyle, for example, or a new style of dressing. But it can also be a slow, quiet process that takes place within us.

Moreover, modern technology offers us the means of not only making changes, but also completely recreating ourselves – as a virtual Alter Ego.

However, some changes in life seem to not be of our own free choosing. Take the current issues surrounding migration and refugee crisis, where opting for new routes or taking on a new identity and culture can even make the difference between life and death.

My new me – a change of consciousness, which can unfold and be revealed in so many facets. How do contemporary video

artists deal with the topic of individual and change, or society and radical global change? Who am I, who do I want to be, who can I be? These are the fundamental questions vkunst frankfurt 2018 explores.

MEDIA ART PRIZE “VKUNST” DONATED BY JOCHEN LATZ

The Media Art Prize “vkunst” with prize money of EUR 5,000 donated by J. Latz will be awarded once again in 2018. An independent jury of museum curators and art experts will select a winner from the exhibited works (the judges’ decision is final).

ORGANIZATIONAL INFORMATION

This competition is open to all artists who work with media art. Every artist can submit one item. Please send either a USB stick or the download link to the address given below by March 15, 2018.

Aside from the work itself, artists are asked to also submit three image files (300 DPI, maximum 22 cm page length), a short text on the video, and a short CV (no longer than 800 characters in total). If the work is shortlisted, the images and text you submit will serve as a basis for the catalog entry.

Please remember to also return the signed registration form to us. Entries will not be sent back to artists.

There are no submission fees.

Christoph von Löw
+49 (0) 69 29728792

Andreas Greulich
+49 (0) 69 29728792

vkunst frankfurt
c/o Galerie Greulich

Fahrgasse 22
60311 Frankfurt
Germany

info@v-kunst.de
www.v-kunst.de

SUBMISSION FORM VKUNST 2018

„MEIN NEUES ICH“

vkunst frankfurt
c/o Galerie Greulich
Fahrgasse 22
60311 Frankfurt am Main
Germany

Surname

First name

Address

Phone

E-mail

Title of artwork

Technical requirements

The feasibility of implementing the technical features must be clarified with the organizers and the hosting galleries before a definite commitment can be made.

Brief description of artwork

Brief curriculum vitae

Description of the work and cv altogether no more than 800 characters.

The artists hereby affirm that they possess all rights to all images and sounds they submit to the organizers.

Please do not send any original material. We will assume no liability for any submitted material. Submissions will not be sent back.

Furthermore, the artists grant permission to

the organizers of vkunst frankfurt to use their artwork images for exhibition promotion purposes. This includes publications, media relations, advertising, and the placement of images on the internet (vkunst frankfurt website, Facebook site and other websites).

The artists grant permission to the organiz-

ers to save their work for archival purposes. Saved material is meant for archival purposes only and will not be used in any commercial way.

All selected works will be included in the vkunst frankfurt catalogue. Each participant will receive 10 free copies of the catalogue. The artist agrees to the above mentioned terms and conditions.

Date, Signature