

WARUM FEIERN WIR NOCH? **WHY IS THIS EVEN A PARTY?**

Marlene Heidinger

With a text by Jana Schuller-Frank

A basic characteristic of festivities is their transience. For a few hours, they create a different reality. Worries of everyday life dissolve in the bustle of the dancing crowd. Forming a chain, the partygoers wind their way through the room surrounded by garlands and flashing lights until they disappear into darkness.

Alternating between detailed images and defined letters, conflicting feelings are expressed: is art a form of entertainment that serves as distraction? Or is art the very medium to point out grievances? Both the artist and the viewer must navigate the field of tension between art and politics. Based on this, the question arises: what does the festivity actually distract us from? Or why is art meant to entertain?

These thoughts are condensed in contrasting dark scenes and vivid colors on canvas. The fluctuating presence of hopefulness and despair is expressed in depictions of a variety of popular events. Pieced together, the sequences form a narrative of the overall state of society - celebration becomes a staging of happiness and well-being. The works generate a comedy of their own, as only the experience of the entire installation allows a multitude of emotions to emerge: strung together on garlands, the perceptible absurdity of political reality intensifies with each element, increasingly turning the festivity into ecstasy. In the performative approach of a staged celebration, the artist's thoughts thus become tangible for the viewers. Let's dance!

Marlene Heidinger tells stories in a snapshot-like manner by combining elements of the moving and still image. Stopped in their movements, she arranges the narrative in sequences, reminiscent of a film, and thus challenges the viewer's imagination to let the figures continue their movements.

GUEST ACTS:

Christoph Fritz, halal hardcore //Tobias Klingler & Max Facchin, IDOKU, nina //Nina Zips, novioxx //Javier De La Cruz

ABOUT THE ARTIST

Marlene Heidinger

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Marlene Heidinger (*1996, Vienna) is a painter and animation-film maker based in Vienna, Austria. She studied painting and experimental animation under Judith Eisler at the University of Applied Arts Vienna and at the École de Communication Visuelle in Paris. Currently she is enrolled in the postgraduate program for curatorial studies (/ecm) at the University of Applied Arts in Vienna.

Marlene Heidinger draws inspiration from relationships, sociodynamics, scripted reality formats and the lack of privacy in modern day media. Her artistic practice strives to find new ways of portraying complex topics through mostly whimsical approaches. She works both in the still and the moving image, which allows her to discover new approaches to multidimensional storytelling. Her works have been exhibited in Vienna, London and Paris. In addition to her work as a visual artist, she is a founding member of the curatorial collective Sicc.Zine, that has a strong focus on representing sequential art.

Visit her website for a full CV and list of exhibitions.

