

ARTIST STATEMENT | PARALLEL VIENNA 2022

MARLENE HEIDINGER

Das Schicksal von Vösendorf

September 6th - 11th 2022

former Semmelweislinik

Room A029 | House A | Ground Floor

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„The biological clock is ticking!“

How could I be a good mother when I can't even keep the Monstera alive? The Dracaena Massangeana tumbles to the ground, before I even managed to pay for it. Brown soil, supposedly a symbol of fertility, scatters everywhere. How must it feel to drop a baby, I wonder, as I look at the disfigured plant on the floor. Could you simply sweep it up with a dustpan and broom? I ask myself, who else this could have happened to. The scattered soil resembles a bloodstain at a crime scene, the shameful evidence of my atrocious act. Even though it appears to have happened accidentally, I cannot dismiss this thought: Was it unconsciously deliberate after all?

You find yourself in a yellow room with yellow paintings. Yellow, the color that evokes both a sense of well-being and alertness. The figures in the paintings of artist Marlene Heidinger are visibly pleading for help. Similar to the character of Charlotte Perkins Gilman, who gradually loses her mind and becomes one with the yellow walls of her room in the autobiographically influenced short story „The Yellow Wallpaper“.

In her exhibition „The Fate of Vösendorf“ at the Parallel Art Fair 2022, the artist processes her personal struggles and locates their origin in patriarchal society. In the works she depicts her failure in mundane everyday situations, which solidifies her daily self-doubt. The absurdity of the depictions reveals the artist's frustration with the expectations that her social environment - and subsequently society as a whole - places on her.

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About the Artist Marlene Heidinger

www.marlene-heidinger.com
[@emha.animation](https://www.instagram.com/emha.animation)

Marlene Heidinger (b. 1996, Vienna) is a painter and animation-film maker based in Vienna, Austria. She studied painting and experimental animation at the University of Applied Arts Vienna under Judith Eisler and at the École de Communication Visuelle in Paris.

Marlene Heidinger draws inspiration from scripted reality formats, voyeurism 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 & prizes.

