



**MANIFESTA
MEDIATION
CARDS**

MANIFESTA 11 MEDIATION CARDS

If you don't have time to join the guided tour, these art mediation cards can help you get into a dialogue with contemporary art, to reflect and to formulate your opinions.

Mediation cards are produced by the Education Department of Manifesta 11, the European Biennial of Contemporary Art in Zurich.

Initiating Partner of Manifesta 11 generously supporting the Education and Mediation programme:

ENGAGEMENT
EIN FÖRDERFONDS DER MIGROS-GRUPPE



11.6. – 18.9.2016 ZÜRICH, SWITZERLAND
WWW.MANIFESTA11.ORG

MEDIATION CARD #1

CHECK-LIST OF A CONSCIOUS VIEWER

- I'm not in a rush.
- I'm not thinking about my plans after visiting the museum.
- I'm not thinking about what happened today, problems at work, home, etc.
- Yes, I can spend at least five minutes in front of one artwork.
- I walk around the artwork, if it's spatial.
- I describe what I see (shape, colours, materials, objects, composition).
- I look for any symbolic or iconographic implications, any visual references to history, media, film, literature, etc.
- I look at other artworks in the space and try to find connections between them.

- I read the label next to the artwork and see if the title, the date of making or materials help me better understand it.
- On the way back I usually check at least one of the artworks that I have seen online. I search for the artist's other works, a biography, statements or anything else that might be interesting.



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TRUST ME, I'M AN ART MEDIATOR

You can become a spontaneous art guide, whether you are visiting by yourself or with friends, colleagues or family. You don't need extensive knowledge about a particular artwork. Try out these starting points for your discussion ...

START FROM THE ARTWORK

- Look at the artwork for at least a minute. Ask your audience to describe all the different elements they see.
- Can you guess how the artwork was made?
- Can you spot any visual references to moments in history, religion, other cultures, TV programmes, music, movies or books?
- What do you think this artwork is about?

START FROM YOURSELF

- Look at the artwork for at least a minute. Does this artwork or any of its elements remind you of something that you've seen before?
- Does the artwork inspire any feelings, associations or personal memories?
- Does anything about the artwork sound or feel strange to you? Why?

START FROM THE CONTEXT

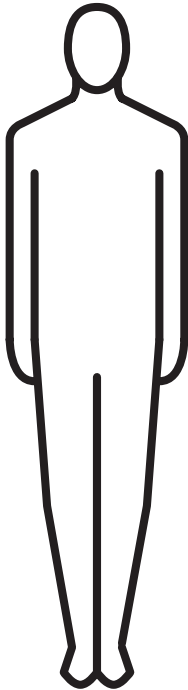
- Look at the artwork for at least a minute then move around the exhibition space and look for another two or three minutes at other artworks.
- Can you spot any connections between this work and other artworks in this space?
- Does the artwork bring to mind any historical or recent events or issues discussed in the news?
- Why do you think it's important to show this artwork today? Can you see a relation between the artwork and our society?
- Can you imagine any non-art places where this work could be shown?



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MEDIATION CARD #3

IMAGINE, THINK AND ACT!



IMAGINE

Imagine your future profession! Describe what a person of this profession usually looks like.

THINK

Are you going to look a bit different? What will your special features be? What particular surroundings will you work in?

ACT

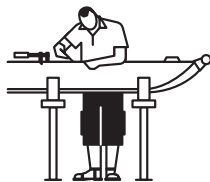
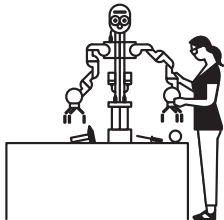
Now draw your ideas and the way you will look in your chosen profession.



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MEDIATION CARD #4

IF I WERE A MANIFESTA 11 HOST ...



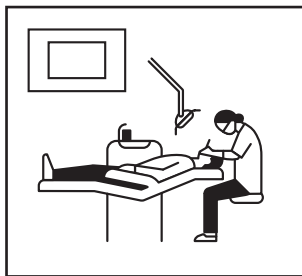
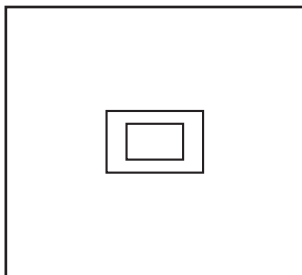
- Do you think that your job has an influence on your personality?
- Does your job have an influence on the way you look at things?
- Imagine yourself as a Manifesta 11 host working with the artist. What would the artwork be about?



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MEDIATION CARD #5

FROM 'WHITE CUBE' TO 'SATELLITE'



Contemporary art is often shown in a gallery or museum, in a space that looks like a white cube – minimalist and clean. Nothing distracts visitors from looking at the artworks, or in other words, artworks are isolated from any context except the context of other artworks. You can experience this at the Helmhaus or the Löwenbräukunst.

But what happens if you discover an artwork in a police station, a church, a hotel, a hospital, a school, a bank or a fire station? Do you think that the environment can change your perception of art? The artworks in Manifesta 11 are all presented in different ways – both in the ‘white cube’ of the Helmhaus or the Löwenbräukunst, and in ‘satellites’ around the city (www.manifesta11.org/map). Check out artworks in both surroundings, look around and pay attention to how the context influences your understanding of it.



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WAKE UP YOUR BODY AND MIND!

Walking around an exhibition tends not to involve much actual walking, but a lot of standing and pondering. A lot of stress on muscles + active use of mental energy = double fatigue.

Nico Aeschimann, athlete and managing director of Ironman Switzerland, gives you three tips how to stay awake in a gallery space and absorb more artworks!

NECK

Make sure that the artwork is at eye level straight in front of you. Bend your head slowly from left to right and stretch out your left arm. Bend your head until you feel a slight tension in your neck and hold the position for 5 seconds. Repeat the exercise on the other side. Slowly repeat the movements 5 times on each side.

TRUNK

Stand firmly with your feet about a shoulder width apart. Stretch your arms straight above your head and hold your hands together. Bend your upper body slowly to one side until you feel a slight tension along the side of your body. Hold the position for 5 seconds and then change sides slowly. Repeat this 5 times on each side.

LUNGES

When you go to the next object try to walk in lunges. Stand upright, feet together, and take a controlled step forward with your right leg, lowering your hips toward the floor by bending both knees to form 90-degree angles. Press your right heel into the ground, and push off with your left foot to bring your left leg forward, stepping into a controlled lunge on the other side. Keep going!

Ironman organises different series of long-distance triathlon races all over the world. It is widely considered one of the most difficult one-day sporting events globally. Ironman Switzerland will take place in Zurich on 24 July 2016.



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MEDIATION CARD #7

MUSEUM LABEL

NAME OF THE ARTIST;

TITLE OF THE WORK;

LABEL TEXT;

Do you usually read the labels next to the artworks in museums? Do you know who writes these labels? Artists? Curators? Educators? Do you agree with what is written? Do you have your own interpretation of one of the artworks in Manifesta 11? Share your opinion with others!

Please write your version of the label for one of the Manifesta 11 artworks here (in your native language), and leave it in the mediation box at the reception of the Helmhaus or the Löwenbräukunst. New labels will appear next to the artworks on 26 August at Manifesta 11 Night at the Löwenbräukunst, and on 3 September at the Museum Night at the Helmhaus and the Löwenbräukunst.



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MEDIATION CARD #8

FEEDBACK CARD

Please fill in this card and leave it for us in the mediation box at the reception of the Helmhaus or the Löwenbräukunst.



WHAT IS YOUR PROFESSION?

IS THIS THE FIRST CONTEMPORARY ART EXHIBITION
YOU HAVE VISITED?

Yes **No**

DID YOU FIND THE MEDIATION CARDS HELPFUL?

Yes **No**

WILL YOU KEEP THESE CARDS?

Yes **No**

WILL YOU USE THESE CARDS IN ANOTHER EXHIBITION?

Yes **No**

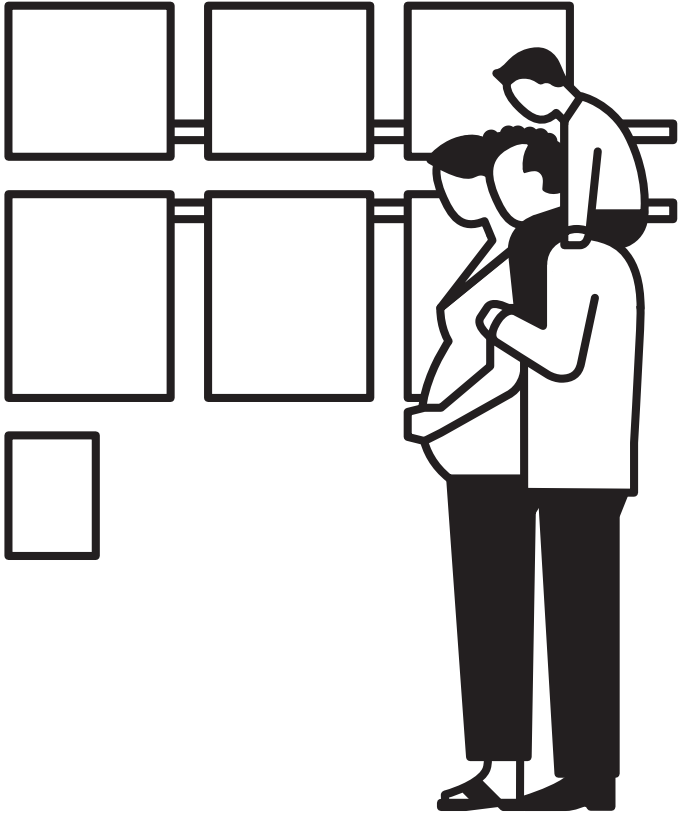
PLEASE TELL US WHAT YOU THINK;



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MEDIATION CARD #9

AN ARTWORK IN CONTEXT



Come to one of the scaffolding structures in the Löwenbräukunst or the Helmhaus. Look at the works and choose the one you think is the oldest, and the one you think is the most recent. Explain (to yourself) what made you think so. Guess when these works were made and then check your guess against the label. Do you remember an historical event from the year(s) in which each of the (art)works was produced that might be related to it? How are the two works different in material, approach to their subject, content or context? What are the similarities between these two works? What connections do you see with other works?



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MEDIATION CARD #10

**I'M YOUR ART
MEDIATOR!**



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