

Berlin, July 2011

Press information No. 34.1

A TRANS PAVILION

Organization	A trans Pavilion curated by Isolde Nagel presents in the framework of the exhibition series 2011
Exhibition	A serendipi(ci)ty #05
Artists	Louise Crawford (UK) + Stéphan Guéneau (FR) Language For Sale
Opening with performance	Saturday, September 17, 2011 at 7 PM Yorgos Dimitriadis, musician, Berlin
Welcome	Charles Malinas, Cultural Counselor / Head of the Institut français d'Allemagne Louise Crawford + Stéphan Guéneau Isolde Nagel
Exhibition Dates	September 18 – November 6, 2011
Opening Hours	Fri 2 – 7 PM and by appointment. Shop window 24 hours
Address	A trans Pavilion Hackesche Hoefe Courtyard III Rosenthalerstr. 40/41 D-10178 Berlin www.atrans.org • in@atrans.org

With sincerest thanks to

**INSTITUT
FRANÇAIS**

DEFI

stevenson

In the summer of 2009 in Berlin the shop sign "Friseurstübchen" was salvaged from a former hairdressing salon on Pallasstraße in Schöneberg, Berlin. The artists **Louise Crawford** and **Stéphan Guéneau**, living and working in Paris, will give a new artistic form to this redundant sign.

The series *Language for Sale* shows their interest in the city's signage and neon lighting. They began to recover obsolete signs and started reconfiguring them into wall pieces where the initial trading name (kept only as a title) was lost to the overall visual and aesthetic presence of style, scale and colour.

In the spirit of Fluxus and Dada and inspired by Scottish concrete and sound poetry the recovered metal, plastic and neon letters are traces of a city's past, *Crawford and Guéneau* endow them with a new story, status and a new lease of life. Letters are mixed up and lose their sense and meaning. Language has broken down. This reworking of the city's signage masks their origins as redundant signs abandoned after the collapse of a business or industry, desperately clinging onto architectural facades, their former role as signifier within the social space now gone.

An installation on the roof and inside the *A trans Pavilion* space provides a new context for the signs within the serendipity theme. *A trans Pavilion* functions as a window display for visitors' memories and stories to unfold, where startling discoveries are revealed in the scenery and whose impact is played out in situ gradually and unobtrusively.

The exhibition opening will take place on *Saturday, September 17, 2011 at 7 PM*. You and your friends are cordially invited to attend.

Additional information available from Isolde Nagel +49 (0)173. 202 52 20 and www.atrans.org.