GARAGE MUSEUM OF CONTEMPORARY ART PRESENTS:
ART EXPERIMENT. YOU’RE ON AIR

January 2–12, 2020

Lab and Atrium

You’re on Air, the 10th Art Experiment, explores the poetic, magical, and mnemonic properties of scents. The title of the project in Russian, which can also be translated as “you’re in the ether,” refers to the popular idea of ether as a universal, all-pervading medium that acts as a transmitter of energy. In 1875, the Victorian physicists Balfour Stewart and Peter Guthrie Tait, writing in The Unseen Universe, proposed understanding ether as a depository for various images, sensations, forms, and feelings, in other words a space where memory is stored. During the Christmas and New Year holidays, as the calendar cycle begins again, Garage invites visitors to enter the mystical space of the ether.

The project opens with a work by Scottish artist Katie Paterson, entitled Candle (From Earth into a Black Hole). The installation features a candle that, as it burns, gives off scents corresponding to places on the cosmic route from our planet to a black hole. By attaching particular scents to our solar system’s celestial bodies—the Sun and Moon, Venus and Mars or the asteroid belt—the artist creates an imaginary journey through space via the sense of smell.

The Alchemy of Scents workshop, created by perfumer and chemist Anna Agurina specially for Art Experiment, will transport visitors to a sacred ceremony. Guided by mediators, they will create olfactory compositions by mixing aromas that represent the elements of fire, water, earth, and air.

The hi-tech installation The Faces of Smell by Yekaterinburg-based group Where Dogs Run invites visitors to take part in gas analysis. By approaching the pipes of the sensors that collect and analyze personal smell data, visitors will be able to see their own olfactory portraits. The work is not simply an invitation to look more closely at oneself but a disturbing reminder of the fact that in a world of rapidly evolving technology, personal smell may become another tool of biometric control in the hands of states or corporations, along with fingerprints, voice samples, and vein patterns.

The introduction to olfactory art continues with the installation MeMoMe_2020 by Norwegian artist Sissel Tolaas, a collection of abstract scents that belong to no real object or situation but seem vaguely familiar. The work is based on the Proust effect: the ability of sensory stimuli to bring back forgotten memories. In Swann’s Way, Marcel Proust’s narrator raises “to [his] lips a spoonful of the tea in which [he] had soaked a morsel of [madeleine] cake” and is moved by a wave of childhood memories. In a similar way, the scents featured in MeMoMe_2020 will become attached to the winter-holiday experience at Art Experiment and revive memories of it in future.

The journey ends with the workshop Energetic Flower Stand by American artist Jess Hirsh. Combining alternative medicine and art therapy practices, the artist will help visitors create healing bouquets in which the flowers correspond to particular emotional states. Together with the bouquet, each visitor will be offered one of several walking routes around Moscow. Like the bouquets, these city walks are designed to reflect their mood or improve it.

In Art Experiment tradition, visitors will be guided by Garage mediators, who will help participants attune their perception to new experiences and take them on an exciting journey to the world of
transparent and ephemeral matter. The immaterial nature of scents is reflected in the design of the space, with light, semi-transparent fabric screens acting as walls. To help visitors find their way in this “ethereal” space, where they will search for invisible but important scents (as important as the stress in a word, a memory, or divine essences), Garage has prepared a map in collaboration with illustrator Olia Levina. It contains information on the works featured in the project, has a space for notes, and invites visitors to play a game to test their attention to detail and general knowledge.

First launched in 2010, Art Experiment is the flagship initiative of Garage Education and Public Programs. Each year’s project differs from the previous one, but the visitor experience is always central. As in every Art Experiment, through the process of creativity visitors discover the child and/or artist within themselves.

Curator: Iaroslav Volovod

ABOUT THE PARTICIPANTS

Anna Agurina

Anna Agurina (b. 1983, Moscow) is a perfumer, organic chemist, the founder of Perfume Project, and a certified teacher of perfumery at Grasse Institute of Perfumery, France. She graduated from Lomonosov Moscow State Academy of Fine Chemical Technology (2006) and Grasse Institute of Perfumery (2012). Since 2015, Anna has been teaching and creating her own fragrances for commercial, social, and cultural projects in Russia and the Baltic states. She lives and works between Moscow and Grasse.

Jess Hirsch

Jess Hirsch (b. 1985, Minneapolis) is a conceptual artist investigating the healing world through installation and sculpture. She received her MFA from the University of Minnesota in 2013 and is the recipient of the Jerome Emerging Artist Fellowship, MN State Arts Board Grant, the Forecast Emerging Artist Project Grant, Artist on the Verge Fellowship, and a Franconia Sculpture Park Fellowship. Her art practice focuses on educating the public on alternative health practices through everyday experiences such as bathing, eating, walking, and sleeping. Her sculptures range from full room installations, where the viewer enters a new space to experience healing, to small take home sculptures, where the viewer can privately experience the work. She lives and works in Minneapolis.

Katie Paterson

Katie Paterson (b. 1981, Glasgow) creates conceptual projects that make use of sophisticated technologies and specialist expertise to stage intimate, poetic, and philosophical engagements between people and their natural environment. Since graduating from the Slade School of Fine Art
in 2007 she has gone on to exhibit internationally, from London to New York, Berlin to Seoul, and her works have been included in major shows including at Tate in London, Vienna's Kunsthalle and Sydney's MCA. Her artworks are represented in collections such as those of the Guggenheim New York and SNGMA Edinburgh. She was the winner of the Sky Arts Award, 2014. She lives and works in Scotland.

Sissel Tolaas

Sissel Tolaas (b. Stavanger, 1965) is an artist and researcher, working actively on diverse aspects of the theme of smell and how it is culturally conditioned. She began to focus on this in 1990, researching its importance in different sciences, fields of art, design, and other disciplines. She has a background in chemistry, mathematics, languages, and art, from the universities of Oslo, Warsaw, Moscow, St. Petersburg, and Oxford. Her research has won recognition through numerous national and international scholarships, honors, and prizes, including the 2014 CEW, New York award for chemistry & innovation; 2009 Rouse Foundation Award from Harvard University GSD and the 2010 Ars Electronica Award in Linz, Austria, and the 2010-2011-2012-2014 Synthetic Biology/Synthetic Aesthetics Award from Stanford and Edinburgh Universities, which included a residency at Harvard Medical School. Tolaas has presented her work internationally at Riga International Biennial of Contemporary Art (2018), National Gallery of Victoria Melbourne (2017–2018), 7th Moscow Biennale of Contemporary Art (2017), Seoul Biennale of Architecture & Urbanism (2017), Hamburger Bahnhof, Berlin (2017), and MoMA, New York (2015). She will exhibit at Gwangju Biennale (2020). She lives and works in Berlin.

Where Dogs Run

The group Where Dogs Run was founded in 2000 in Yekaterinburg. Its members are Vlad Bulatov (b. 1975, Sverdlovsk); Natalya Grekhova (b. 1976, Kamensk-Uralskiy), Olga Inozemtseva (b. 1977, Yalutorovsk), and Aleksei Korzukhin (b. 1973, Sverdlovsk). The group's works examine the mythological and the everyday as technological processes and study the mechanisms by which humans and various forms of reality interact. Group exhibitions include: Time, Forward!, V-A-C Zattere, Venice (2019);

GARAGE MUSEUM OF CONTEMPORARY ART

Garage Museum of Contemporary Art is a place for people, art, and ideas to create history. Through an extensive program of exhibitions, events, education, research, and publishing, the institution reflects on current developments in Russian and international culture, creating opportunities for public dialogue, as well as the production of new work and ideas in Moscow. At the center of all these activities is the Museum’s collection, which is the first archive in the country related to the development of Russian contemporary art from the 1950s through the present. Founded in 2008 by Dasha Zhukova and Roman Abramovich, Garage is the first philanthropic organization in Russia to create a comprehensive public mandate for contemporary art and culture. Open seven days a week, it was initially housed in the renowned Bakhmetevsky Bus Garage in Moscow, designed by the Constructivist architect Konstantin Melnikov. In 2012 Garage relocated to a temporary pavilion in Gorky Park, specifically commissioned from award-winning architect Shigeru Ban. A year later, a purpose-built Education Center was opened next to the Pavilion. On June 12, 2015, Garage welcomed visitors to its first permanent home. Designed by Rem Koolhaas and his OMA studio, this groundbreaking preservation project transformed the famous Vremena Goda (Seasons of the Year) Soviet Modernist restaurant, built in 1968 in Gorky Park, into a contemporary museum.

Garage is a non-profit project of The IRIS Foundation.

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UNIQLO

UNIQLO designs functional, innovative, and affordable apparel. The LifeWear line’s DNA is high quality, simplicity, longevity, and trendiness regardless of a person’s lifestyle or style.

As part of the strategic partnership between UNIQLO and Garage, a series of special events and activities are held. Garage and UNIQLO have launched UNIQLO Free Friday Nights, continuing the tradition of free admission for all visitors every Friday evening at such key art institutions as MoMA in New York and Tate in London. Garage visitors can enjoy free admission to all exhibitions every Friday between 5 p.m. and 8 p.m.

Garage Lounge Zone opened at the UNIQLO Atrium store, Moscow, in 2017. Customers can immerse themselves in the art world with books and magazines about art, fashion, and contemporary culture. The zone is also a space for free lectures and master classes, as well as special projects by Garage.

In 2018 UNIQLO and Garage launched a joint initiative to support Russian contemporary artists the first participant being the art group MishMash.

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Ingosstrakh also insures art, historical artefacts and other valuable objects. For many years, the company has been providing insurance services to the state’s biggest museums including The Pushkin State Museum of Fine Arts, The Hermitage, The State Russian Museum and the Tretyakov Gallery, as well as many private collections.

Ingosstrakh is the Official Insurance Partner of Garage Museum of Contemporary Art for the fourth year running. For Ingosstrakh, the partnership with Garage is an important stage in expanding cooperation with leading museums in Russia and across the world. The company insures the artworks exhibited and, jointly with the Museum, implements a wide range of special programs for visitors.