



UN/FAIR TRADE **Die Kunst der Gerechtigkeit**

EXHIBITION DATES

Title: Un/Fair Trade – Die Kunst der Gerechtigkeit

Curators: Peter Weibel, Günther Holler-Schuster
Scientific curator: Christian Eigner
Head of project: Christa Steinle

Place: Neue Galerie Graz
am Landesmuseum Joanneum
A 8010 Graz, Steiermark
Sackstraße 16

Participating artists

El Anatsui (WAN) • Ecke Bonk (GER/AUT) • Werner Büttner (GER) • Neil Cummings/Marysia Lewandowska (GB) • Stan Douglas (CAN) • Elmgreen & Dragset (DK) • Ismail Farouk (ZA) • Dionisio Gonzalez (E) • Andreas Gursky (GER) • Jacqueline Hassink (NL) • Romuald Hazoume (BJ) • Kristian von Hornsleth (DK) • Kcho (C) • Casey McKee (USA) • Sebastian Lasinger (AUT) • M+M (GER) • Fernando Moleres (E) • Vik Muniz (BRA) • Nguyen Manh Hung (VN) • June Bum Park (KR) • Esther Polak and team (NL) • Christine S. Prantauer (A) • Jan Schmelcher (GER) • Allan Sekula (USA) • Santiago Sierra (E/MEX) • Claus Staeck (GER) • Gabriele Sturm (A) • Wolfgang Temmel (AUT) • Yuken Teruya • (JP) Andrew Tshabangu (ZA)

Opening program

Press conference: Friday, 21st September 2007, 2:30 p.m.

Opening: Saturday, 22nd September 2007, 5:30 p.m.

The event will be opened by Vice-Governor Dr. Kurt Flecker, Head of Cultural Affairs of the Province of Styria.

Duration: 23rd September - 25th November 2007

opening hours: Tue - Sun, 10:00 a.m. - 6:00 p.m.

catalogue: The exhibition is accompanied by a catalogue in German, published at Springer-Verlag, ed. by Christian Eigner and Peter Weibel.



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SHORT PRESS COMMUNIQUÉ

Un/Fair Trade – Die Kunst der Gerechtigkeit (The Art of Fairness)

Fair Trade is to be understood as an economic programme for the future, on which leading experts of the knowledge society have already been working for a long time: theoretically, but also practically in the way of various entrepreneurial and institutional experiments. Today, fair trade stands for an alternative optimised management that as such tries to counter global capitalism, the unjust distribution of economic and social goods and to correct at least the worst flaws of globalisation. In opposition to the partially worn-out and inefficient discussion about globalisation, which, by its "perpetrator-victim" polarisation, shifts FAIR TRADE largely into a defensive position, this exhibition would like to contribute to a presentation of Fair Trade as an elementary contemporary issue and as a trend that has begun long ago. In this way, history and framework conditions of a fair exchange, its context within world trade, as well as the part or possibilities of politics in this system are analysed. The artistic contributions refer to the prerequisites, phenomena and effects of fair exchange, whereby the methods and practices of art are manifold. They cover the documentary approaches in photography, film, video, in texts and pictures via meta-historical and metaphorical approaches using works of art and spatial installations, as well as symbolic and associative accents, spanning a bridge between subjective experiences of the beholder and the spread-out artistic materials necessary for this theme. In addition to the exhibition, lectures will be held by Branko Milanovic, Nico Stehr and Julian Nida-Rümelin, amongst others.

Participating artists

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MAJOR PRESS COMMUNIQUÉ

Un/Fair Trade – Die Kunst der Gerechtigkeit (The Art of Fairness)

Inequality in the world is on the increase. Since besides politics, especially trade and economy are responsible for this development, the latter are thematized in the exhibition "UN/FAIR TRADE". However, this thematization does not mean that the current conventional criticism of globalisation should be continued:

On the contrary, UN/FAIR TRADE tries to shift our view to fair exchange. Both of them are illuminated from different perspectives and presented in the way they really are becoming: by means of assistance of socially relevant art, the up-to-now mere economic mega-issue with which discourses, alternative economic practices and protests are dealing will be re-transformed into a social theme.

In order to emphasize this, art and science will be intermingled. Projections of factual web sites will accompany and frame spatial installations, documentary materials and selected individual exhibits that in their own way revolve around the issue "fair exchange" in a varied way. Thus, a scenario like a newsroom will be created supplying thick pictures of a different management.

The selection of works of art inherent to this newsroom refers to the following three spheres:

- 1) to the prerequisites of un/fair trade exchange,
- 2) to un/fair trade exchange itself, and
- 3) to the effects of un/fair trade exchange.

The central point is naturally un/fair trade itself.

The methods and practices by which art revolves around the issue "un/fair trade" are varied. Firstly, there are *various different documentary approaches* in photography, film, video, texts and pictures.

Secondly, there are *meta-historical and metaphorical approaches* that initiate a train of thought and an emotional chain to this issue by the means of exhibits, spatial installations and multiple projections.

Thirdly, there is a *symbolic and associative approach* requiring an imaginative bridge to this issue between the subjective experience of the beholder and the spread-out artistic materials.

All three methods are meant to provoke insights, trigger serious reflection and present information. Current works by approximately 80 artists from all continents will be presented.

However, it is the UN/FAIR TRADE Online Community that makes the exhibition room a real newsroom, that, from May 2007 onwards, will be designed in Wiki-style and eventually integrated into the exhibition. This community will absorb the issues of the exhibition catalogue in its basis structure.



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First of all, trade or exchange, or even more explicit, fair exchange will be basically considered, so as to understand it as a phenomenon. In order to do so, different theories of exchange will be presented and discussed; empirically scientific as well as cultural and socio-anthropological ones, such as were developed by Marces Mauss, for instance.

According to these basic considerations regarding exchange and especially fair exchange, the required framework conditions will be investigated. That means: which institutional settings will have to be established so that economic exchange can take place in a fair way, especially between partners as unequal as the First, Third and Fourth World? At the same time, it will be ascertained if such an institutional-economical approach is the right way to economic justice at all or if it would be better to pursue other concepts and strategies.

The third bundle of themes by Wiki and in the catalogue is the status quo of fair and unfair trade. It will be shown which disorders there are in world economy and which concrete approaches have already been put into practice today, in order to remediate these disorders. World Bank Procedures will shift into the centre of analysis as well as strategies that local actors try to develop by standard practice without adequate theoretical concepts. Special attention will be paid to the latter approaches, because these have the biggest potential for change, besides the theoretical-institutional "taming efforts" of a too unpolitical globalization concept.

Finally, the fourth area considers the above from the view of politics. Which are its tasks, if it wants to contribute anything to a market economy or something completely new and different? How could experimental politics be put into practice, based upon (ecological and social) long-term sustainability that will lead to a just economy? Hence, also on an economical system that opens chances for the self-realisation of people, allowing them to grow and to develop and thus providing for a society which is productive and worth living in?

All these issues and problem areas will be presented for discussion in the catalogue as well as on the Online Community, whereby leading authors have been obtained as discussion partners:

Julian Nida-Rümelin, philosopher and former German Minister of Culture, will talk about basic questions regarding fair trade: Sarah Laeng-Gilliatt will talk about forms of regional and experimental management that will emphasize the possibility that its actors can exploit its potential and resources optimally and make them available for others. Both of them will not only deliver texts regarding UN/FAIR TRADE, but they will also visit Graz within the framework of the project, as well as the World Bank economist Branko Milanovic, who is THE current specialist for inequality within the world economy system, or the German sociologist Nico Stehr, who has just published a book about the Moralization of the Markets. Further authors are the renowned sociologist and economist Saskia Sassen, as well as institutions like "Fair Trade", who will be represented by delegates and experience reports.



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In this way, a new exhibition format is created that raises attention as an art and science exhibition and especially by its current importance. UN/FAIR TRADE is not only a contribution to an analysis of time and the present, but, via a new pictorial and exhibition language, also shows how a fairer economy could look like and hence is productive and innovative in more ways than one.

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UN/FAIR TRADE

Die Kunst der Gerechtigkeit

SUPPLEMENTARY PROGRAMME

1 OFFERS FOR ADULTS

1.1 Lecture series

Branko Milanovic 26.9.2007, 7.30 pm

Nico Stehr 4.10.2007, 7.30 pm

Julian Nida-Rümelin 8.11.2007, 7.30 pm

1.2 Guided visits for adults

1.3 Workshop for students

2 OFFERS FOR CHILDREN AND YOUNG PEOPLE

2.1 Guided visits for children and young people in school classes

Age group 6 – 10 years

Age group 10 – 14 years

Age group 14 – 18 years

2.2 Guided visits for children and young people within families

2.3 External children's programme

„LENDlich“ 29.9.2007, 10.00 am to 6 pm



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1 OFFERS FOR ADULTS

1.1 LECTURES

Alongside the exhibition three international experts will talk about the issue "fair and unfair trade exchange":

26.9.2007, 7.30 pm: Branko Milanovic

Lead economist in World Bank Research Department, unit dealing with poverty, income distribution and household surveys; senior associate at Carnegie Endowment for International Peace in Washington; adjunct professor at the School for Advanced International Studies at Johns Hopkins University, Washington. Ph.D. in economics (income distribution) from University of Belgrade, 1987.

Writes on methodology and empirics of inequality, poverty and social policy in transition economies, and globalization and inequality. His recent publications include *Income and Influence: Social Policy in Emerging Market Economies* (co-authored with Ethan Kapstein), Upjohn 2003; "True world income distribution 1988 and 1993: first calculations based on household surveys alone", *Economic Journal*, 2002; and *Income, Inequality, and Poverty during the Transition from Planned to Market Economy*, World Bank, 1998. His new book *Worlds Apart: Measuring International and Global Inequality*, Princeton University Press came out in 2005. It was translated into Chinese, Italian, Russian, Spanish and Serbian languages.

4.10.2007, 7.30 pm: Nico Stehr

Nico Stehr is Karl Mannheim Professor for Cultural Studies at the Zeppelin University, as well as Fellow at Center for Advanced Studies of the Humanities, Essen. In the university year 2002/2003 he was Paul Lazarsfeld Professor at the Faculty for Social Studies at the University of Vienna. Selected publications: *Wissenspolitik* (Suhrkamp, 2003), *The Governance of Knowledge* (Transaction 2004), *Biotechnology: Between Commerce and Civil Society* (Transaction, 2004), *Knowledge Politics: Governing the Consequences of Science and Technology* (Paradigm Publishers, 2005), *The Moralization of the Markets* (Transaction, 2006, mit Christoph Henning and Bernd Weiler), *Knowledge* (Routledge, 2006, with Reiner Grundmann), *Moral Markets* (Paradigm Publishers, 2007), *Knowledge and the Law* (Transaction Publishers, 2007, with Bernd Weiler) and *Die Moralisierung der Märkte* (Suhrkamp, 2007).

8.11.2007, 19:30 Uhr: Julian Nida-Rümelin

Julian Nida-Rümelin, born 1954, philosophical, physical, mathematical and political science studies at Munich and Tübingen Universities, Ph.D. 1983, post-doctoral lecture qualification 1989. 1991–1993 visiting professor in the USA, professor for ethics in life sciences at the University of Tübingen, 1993–2003 professor for philosophy at the University of Göttingen, since 2004 *ordinarius* for political theory and philosophy at the University of Munich. Member of the Berlin-Brandenburg Academy of Sciences and of the European Academy of Science and Arts. 1994–1997 president of the Association of analytic philosophy, 1998–2000 in charge of



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cultural affairs of the Bavarian capital Munich, 2001–2002 state minister of culture, since 2002 professor in honours at Humboldt University Berlin, since 2004 president of the board of trustees of the German *Studienpreis*. Selected publications: *Economic Rationality and Practical Reason* (1997), *Strukturelle Rationalität. Ein philosophischer Essay über praktische Vernunft* (2001), *Über menschliche Freiheit* (2005), *Humanismus als Leitkultur* (2006), *Demokratie und Wahrheit. Vier Kapitel zum Verhältnis philosophischer und politischer Vernunft* (2006).

The lecture series is sponsored by the Steiermärkische Bank und Sparkassen AG statt.

1.2 GUIDED VISITS FOR ADULTS

We offer guided visits through the exhibition for adults lasting about 1 hour. There are scheduled visits (Tue - Sun, 11 am and 3 pm) and upon request.

1.3 WORKSHOP FOR STUDENTS

A workshop for students in the Neue Galerie (limited participation) which lasts a day (the date of which has not yet been scheduled) will intensify the thematic issue of the exhibition.



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2 OFFERS FOR CHILDREN AND YOUNG PEOPLE

2.1 OFFERS FOR CHILDREN AND YOUNG PEOPLE IN SCHOOL CLASSES

We offer guided visits lasting about 1 hour as well as special programmes lasting about 2 hours. The last of which comprise a guided visit and an appendix which contains active reflection on the exhibition. The 2-hour programmes are divided into three age groups.

Age group 6 – 10 years

The youngest group will do research on the origin and importance of food. What do the artists of the exhibition tell us about production, transport, sale and purchase of bananas, cocoa and other food? The aim is to obtain basic knowledge about the phenomenon "trade" as well as knowledge about the history (production conditions and trading routes) of the investigated food. What does the sale of this food mean for the producer and what does it mean for us all, especially with regard to our eating habits?

Age group 10 – 14 years

This age group will deal more with the background of this issue. Dealing with certain works of arts will be the central starting point. It is important to develop ideas regarding the question of fair trade: How can we understand fair trade? In which context do the young visitors make acquaintance with fair trade? What happens, when trade becomes unfair? Who could make trade fairer? How do artists deal with this issue?

Age group 14 – 18 years

The participants of this group should have the possibility of analysing this issue in a more differentiated way. They are supported by information from the mediators and the possibility of using the various installed Internet points, in order to do their research themselves. Besides developing their own thoughts to the question of fair trade, like the participants of the 10 – 14 years group, they should find answers to the following questions: What does fair trade mean exactly? In which sense is this issue related to our modes of living, our lifestyle (food, clothes, etc.)? On the other hand, the works of art should be observed more closely. How do artists deal with this issue? What means do the artists use? Can art make us more sensitive to the problems of fair/unfair trade?



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2.2 OFFERS FOR CHILDREN AND YOUNG PEOPLE WITHIN FAMILIES

We offer both of the communication programmes for the age groups of 6 – 10 years and 10 – 14 years also to children and young people within families. Guided visits for families are to be reserved in advance. Scheduled dates: 18th and 19th November, 2007.

2.3 EXTERNAL CHILDREN'S PROGRAMME

„LENDlich“ 29.9.2007, 10 am to 6 pm

A day of art for children and young people aged 6 to 12. A co-operation project between the Neue Galerie Graz, Kunsthaus Graz and Minoriten Galerien within the frame of the festival "steirischer herbst".

From the point of view of religious gesture (exhibition GESTURES OF INFINITY, Minoriten Galerien at the seminary for priests), economic conditions (exhibition UN/FAIRTRADE – The Art of Fairness, Neue Galerie at the Provincial Museum Joanneum) and the social multi-cultural togetherness within a given space (Kunsthaus Graz at the Provincial Museum Joanneum), the three exhibition venues approach the phenomena and the effects of globalisation in different ways.

On 29th September, a culinary-exotic afternoon for children will take place in the restaurant "Scherbe" corresponding to the exhibition theme at the Neue Galerie. Dishes will be prepared and their ingredients will be examined with regard to their internationality. Additionally, our eating habits will be looked at.