

Presstext

Advertising out – Art in! Billboards become exhibition spaces

The Reclaim Kollektiv organizes an award that shows art in the public space. Billboards are rented and made available to artists as exhibition surfaces. The award takes place annually in Cologne from 20 to 30 September. The award embodies the organizers' desire to contribute to culturally enhancing the public space and making Cologne's urban profile more attractive.

The award that shows art in the public space

The concept of Reclaim consists of making part of the city space occupied by advertising billboards available to art. We make a virtue out of the artist's necessity in the face of so little publicly noticeable exhibition space and show his works on surfaces that have the highest noticeability in the public realm: billboards.

In Cologne alone, products are currently being marketed on approx. 8000 advertising surfaces, competing for the scarce commodity of city-dwellers' attention. These advertising surfaces convey an enormous number of media messages, which shape the public space. We intend to co-design these surfaces. We intend to have these surfaces become "cultural conceptual surfaces, artistic canvases, or photographic landscapes". Billboards become exhibition spaces.

Reclaim Award

Promote democracy!

We want a more attractive urban profile. An urban profile with billboards that stimulate, illustrate diversity and difference and open conceptual spaces. Billboards that inspire and activate and have free and independent content. We want to make a contribution towards ensuring more discussions about the shaping and use of the public space. We want surfaces that puzzle us and promote experimental and lateral thinking. Easily perceivable, public and for everyone!

The city as public museum!

The advertising surfaces in the urban space are organized by the city. That means that the city and its service providers, to whom these surfaces have been allocated, are responsible for the content-based focus of these surfaces. If these surfaces are made available to a certain extent to cultural workers and artists, the city and the billboard operators also have the opportunity to culturally enhance the urban profile. A partnership with both stakeholders is our aim.

Regardless of their own engagement, through the direct rental of billboards we contribute to an enhancement of the public space and, through our award, promote interest in art and in the city of Cologne as a cultural centre. Cologne, the first public museum! Shape public space on 18/1 posters

To this end, we are inviting entries to a competition where the winners will exhibit their works in the form of 18/1 posters on at least 8 spatially connected billboards rented by Reclaim, in a central urban location, for the duration of 10 days.

The submitted works must examine the topic of "shaping and use of the public space".

Artists from all fields and all countries are welcome to participate. However, their artistic work must be visualizable in poster form. That means that only formats that meet the requirements for printing a poster will be accepted. The competition takes place exclusively online.

The award is curated by an independent, international jury that changes annually.

The city, the ideal space

The long-term aim is to "reclaim" as many billboards as possible and make these available to artists as exhibition surfaces in the context of the competition. RECLAIM your city, reclaim your mind!

Reclaim Award

Our Award is curated. This is our Jury 2019:

- Tim Berresheim, *Artist*
- Stéphane Biesenbach, *Galerist, Galerie Biesenbach*
- Christof Breidenich, *Programme Director Design at the Macromedia Academy, Cologne*
- Ditmar Schädel, *Chairman of the German Society of Photography (DGPh)*
- Anja K. Sevcik, *Director, Department of Baroque arts at the Wallraf-Richartz-Museum & Fondation Corboud*
- Gabriele Conrath-Scholl, *Director, Photographischen Sammlung /SK Stiftung Kultur*

Help to »Reclaim« as many billboards as possible—become a poster sponsor!

By donating 250–500€, you become a poster sponsor and make sure that one more billboard can be made available to our participating artists. The more space we are able to rent, the more we minimize the impact of advertising on our city scape. Join us and help to make billboards independent, free and designed by artists.

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