

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 10 to 20 September. The award embodies the organizers' desire to oppose the monopolizing of the public space by advertising and to win back this realm for the general population.

The battle for our thoughts

Since Litfass got the idea of designated advertising surfaces underway in 1855, advertising's triumphal march has been unstoppable. Whereas advertising was limited to a handful of spaces in Litfass's time, today a dense network of promotional messages spans the urban area.

In Cologne alone, products are currently being marketed on approx. 8000 billboards, competing for the scarce commodity of city-dwellers' attention.

These advertising surfaces convey an enormous number of media messages, which shape the public space and influence our everyday perceptions. Despite these impressive figures, the impact of advertising on our decisions is underestimated. Every advertisement that we perceive – be it consciously or unconsciously – leaves a trace in our mind. Commerce is thereby formatting not only the

Reclaim Award

public space, but is also forming a picture of itself in our heads. Sales promotion everywhere. The beholder is degraded to an object, the city reduced to the market. Consumption in a continuous loop. No Exit. This is not the kind of social interaction that is humanly enriching. Do we really want to be constantly courted and addressed and influenced as customers in public?

The award that removes advertising.

The concept of Reclaim consists of making part of the space in the city occupied by advertising in the form of 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. The Reclaim Kollektiv wants to redefine this part of the public space to the best of its ability.

Define with us and become a supporter. At: www.reclaim-award.org/support there is the opportunity to support the project by means of direct donations. 100 % of these funds will be used to rent additional billboards.

Promote democracy!

What do we want to see, what do we want to have influencing our everyday perception? Promotional messages? No! We want a more attractive urban profile. An urban profile with billboards that open up 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!

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 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 jury that changes annually.

Reclaim Award

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. Not only in Cologne, but worldwide. RECLAIM your city, reclaim your mind!

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.

Anzahl Zeichen: 4138
Anzahl Wörter: 562

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