

Factory-Art LTD - 207 Regent Street - LONDON WB1 4ND
Factory-Art Gallery - Mommsenstraße, 27 - BERLIN 10629

2012 Project Berlin – “YOU CAN TELL ME!”

Opening: 16 February 6pm > 9pm

Exhibition: 17 February > 16 March 2012 – Tue > Sat – 2pm > 7pm

Mommsenstraße, 27 - BERLIN 10629

Artists:

Tristram Aver-UK, Vincent Bios-IT, Bram Braam-NL, Sabine Braun-DE, Karina Correa alias Joy Niemand -US, Petr Dub-CZ, Monika Grycko-PL, Danny Gretscher-DE, Minna Komi-FI, Stefan Larsson alias AUJIK -SE/JP, Mark Powell-UK, Wendy Sacks-US

Factory-Art Gallery is pleased to present the first round of “**2012 Project Berlin.**”

In an art world that is being increasingly castled on “word of mouth” names of artists in common, where the focus is on artists' names financially solids, where, by virtue of an unprecedented economic crisis, the artists most celebrated are those acquired in the portfolio, where the boundaries are never defined, so that a revolutionary like Che become a pop icon, where the selection of who ranks is fierce (emblematic the shark icon), where visibility is important, but only Facebook and a few others including God, are really successful in the virtual omnipresence; in a world where emotions are controlled by a “de Medici” of the situation, in a world of coitus interrupted, we need healthy madness.

Let us go. Do not respect rules: evade or break them. Try something new, independent. Break the mould, diversify, explore, discover new territories. New talents. We need to try something new. We need “*To think different*”.

And thus, we want to borrow and pay homage for that the legendary Steve Jobs for his sentences, that fits so well with the idea on what we wish to do:

“Here’s to the crazy ones. The misfits. The rebels. The troublemakers. The round pegs in the square holes. The ones who see things differently. They’re not fond of rules. And they have no respect for the status quo. You can quote them, disagree with them, glorify or vilify them. About the only thing you can’t do is ignore them. Because they change things. They push the human race forward. While some may see them as the crazy ones, we see genius. Because the people who are crazy enough to think they can change the world, are the ones who do.”

The first appointment of the project starts with the democratic title “YOU CAN TELL ME!”

With the 2012 Berlin project, Factory-Art gallery wants give more stages for new voices and aims to explore among the many artists who are not yet integrated into art system, giving some of them the opportunity to exhibit in an international context such Berlin is.

The project includes a series of exhibitions throughout the year and final catalog presented during an international art fair, where will be published and commented all selected artists. For the international art fair from all exhibited artists will be selected, by an international, curator 6 artists to be exhibited.

We hope to give visibility and help good artists to emerge.