

October 07, 2012 to November 25, 2012

Joseph Beuys: Werbung für die Kunst (advertising for art)

**Städtische Galerie im Park Viersen provides an insight into the
artist's work and use of media**

Commenting on his involvement in a Japanese whiskey commercial, Joseph Beuys once said "I have spent my whole life advertising, although you should show some interest in what I advertised". And now the Städtische Galerie im Park Viersen will be showcasing a unique compilation of works by the artist, teacher, politician and ecological pioneer between October 7 and November 25, 2012.

The exhibition in Viersen will give a – to date – virtually unknown insight into Beuys's use of media based on selected posters, postcards, multiples, unique pieces and films, showcasing important performances, topics and essential information on the life of Joseph Beuys within the overall media correlation – without attempting to remove the magic of "Shaman Beuys" as a marketing genius of his age.

"It is important that this exhibition underlines the exciting currentness of Joseph Beuys's body of work", explains Lars Dannenberg, Beuys collector and member of the exhibition's team of curators. "This provides the beholder with a wonderful impression of the life and work of this exceptional artist and pioneer from the Lower Rhine region." The exhibition will consciously also focus on limited-edition works of art by Joseph Beuys. Beuys always awarded considerable significance to these "vehicles" with the aim of pursuing and realising his social and political ideas.

He designed many of the postcard motifs and posters himself – while others were created for him by others. Beuys signed many of these, hence transforming them into original Beuys works of art, which have meanwhile found their way into the hands of collectors. "I draw whenever I write my name", stated Beuys.

Some barely-known inspirations for limited editions and one-off pieces will also offer Beuys aficionados new insights when visiting the exhibition. Film presentations will once more offer interested newcomers the opportunity to yet again observe and understand the artist during his performances. Because: "Whether advertising is art depends on what it is promoting", comments Beuys.

Exhibition duration: October 07, 2012 – November 25, 2012
Exhibition opens: October 07, 2012, 11 a.m.
Opening times: Tuesday through Saturday, 3 p.m. to 6 p.m.
Sundays and public holidays, 11 a.m. to 6 p.m.

The dates for the general programme, guided tours and the closing event are yet to be announced.

Entry price: Entry to the exhibition is free.
Catalogue: A catalogue will be published for the exhibition.
Exhibition venue: Städtische Galerie im Park, Rathauspark, D-41747 Viersen
Telephone: 0 21 62 / 10 11 60
E-mail: galerie@viersen.de
Website: www.beuys.info

Press contact:

Stadt Viersen - Der Bürgermeister
Bürgerbüro – Pressestelle
Pressereferent Peter Abrahams
Rathausmarkt 1, D-41747 Viersen, Germany
Tel. +49 (0) 2162 / 101206, Fax +49 (0) 2162 / 101133
E-mail: pressestelle@viersen.de

agentur05 GmbH – a company of BrandGalaxy Group
Katrin Liesch
Lichtstraße 43i / Lofthaus, D-50825 Köln, Germany
Tel. 0221 / 355 0 377-49, Fax 0221 / 355 0 377-99
E-mail: liesch@agentur05.de