

ZKM visiting exhibition at the

**Städtische Galerie**  Karlsruhe

Center for Art  
and Media



Zentrum für Kunst  
und Medientechnologie  
Karlsruhe

Stiftung des öffentlichen Rechts

## COOLHUNTERS

### Youth cultures between the media and the market

23 April – 3 July 2005

ZKM guest exhibition at the Städtische Galerie (Municipal Gallery) Karlsruhe

Exhibition opening: Friday, 22 April 2005, 7:00 p.m.  
Städtische Galerie (Municipal Gallery) Karlsruhe, Lorenzstr. 27,  
76135 Karlsruhe

Unlike any previous generation today's youth lives in a thoroughly commercialised and mediatised world. There is no need, no interest that the market and the media are not prepared to materially and symbolically satisfy. Correspondingly, young people offer highly diverse and multi-faceted images of themselves and their youth cultures to the public. How could they be portrayed? And how do they find their own, self-determined way, their own identity and coolness in confused times and spaces?

The exhibition COOLHUNTERS offers some answers to these questions: It seeks to recognize young people in the mirror of their objects and practices. Works from numerous artists, which document and reflect everyday life, are presented besides examples of youth culture phenomena, such as clothing, accessories, and the like. The exhibition offers a different look at the everyday and invites to fantasize about alternative ways of living.

In a special architectural environment, modelled on a huge skater half pipe, central aspects of young people's experiences today are touched upon. Presented in six modules – Body/Object, Language, Violence, Space, Time, Gender – the photographs, video pieces and installations enter into dynamic relationships, thus enabling especially young visitors to an independent reflection on the self and the world without subjecting them to a didactic commentary.

How do **objects** change the body? How do young people modify objects through alternative, not preconceived uses, expropriation and destruction? How does media imagery constitute and transform female **gender** identity (game heroines, hip hop ladies)? What kind of fascination do action and **violence** exert? Is there a correspondence between gender and propensity for violence (are offenders mostly young males)? How do young people communicate with each other? How do they find and occupy their own places in public **spaces**?

The pressures within a consumerist society render life difficult: How are young people to establish an identity and experience the subjective nature of their being in a society that offers something for everything? The exhibits focus on how young people are actively dealing with what the market and the media are offering, for example in the form of individual product modifications, but also show how the market counteracts these original practices.

#### Artists:

Nevin Aladag, Blutsgeschwister, Esther Bogdan, Daniele Buetti, Arnulf Depermann / Klaus Neumann-Braun / Axel Schmidt, Rineke Dijkstra, Erfolg, Peter Feldmann, Márton Fernezelyi / Edeltraud Hanappi-Egger / Hardy Hanappi / Jutta Strohmaier / Matthias Strohmaier, Florian Franz, Anthony Goicolea, Frederike Gralle / Markus Lenz / Stanley Möschke, Andreas Gursky, Stefanie Hoerke, Hannelore Merkle, Jess / Daniel Klotz / Matthias

#### press release

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14.04.2005

#### press conference

Friday, April 22th 2005  
11 am

Municipal Gallery Karlsruhe

#### exhibition opening

Friday, April 22th 2005

7 pm

Municipal Gallery Karlsruhe

#### address

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technologie Karlsruhe (ZKM).



Stefanie Haarkamp, Hannatilda, Markus Joos / Daniel Klotz / Matthias Kornmesser / Ulrich Koch / Stephan Losinski, Kings of Convenience, Anja Kirschning, Pia Lanzinger, Nicole Leczynski, Lil' Kim, Kristin Lucas, MAEGDE u. KNECHTE, Marilyn Manson, Alex McQuilkin, Moby, Mareike Müller, Benny Nemerofsky Ramsay, Monika Oechsler, Anny und Sibel Öztürk, Rotraut Pape, Jessica Peters, Pierre et Gilles, PIPS:lab, Frédéric Post, Marcus Recht, Aurora Reinhard, Birgit Richard / Astrid Baxmeier / Jan Grünwald, Fiona Rukschcio, Stefanie Scholl, Ulrich Schwendinger, Oliver Sieber, Paul M. Smith, The Streets, Tarzan, Jürgen Teller, Wolfgang Tillmans, Piotr Uklanski, U.N.K.L.E., Catrine Val, Michael van den Bogaard, Silke Wagner, Klaus Wanker, Stefanie Weitzel, Johannes Wohnseifer, Jutta Zaremba, Irina Zikuschka, Zimtstern, 50 Cent.

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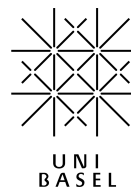
**Curators:** Birgit Richard, Klaus Neumann-Braun, Sabine Himmelsbach, Peter Weibel.

The exhibition is accompanied by a German publication, edited by Klaus Neumann-Braun and Birgit Richard: »Coolhunters. Jugendkultur zwischen Medien und Markt«, Suhrkamp Verlag Frankfurt, 2005 (app. 250 pages, ca. € 10).

**Homepage:** [www.coolhunters.net](http://www.coolhunters.net):

The website [www.coolhunters.net](http://www.coolhunters.net) aims at encouraging young people to actively engage with the topic „youth culture“. The work submitted is published on this site. A jury is going to select the best contributions, which will then also be presented in the exhibition in Karlsruhe. Teachers or parents are also invited to participate by taking the exhibition as a point of departure for creatively engaging with the topic „youth culture“ and thus to contribute to the website as well.

### Sponsors of the exhibition:



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