

Vaska Emanouilova Gallery,
branch of Sofia City Art Gallery
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meeting **МАРЕЦЪ** за срещи
POINT 17.04. – 18.05.2014
Opening: **16.04., 18:00**



NOSTALGIC FUTURE Zoran Georgiev



The "Cultural turn" is that crucial moment in the historical development of capitalism (as Fredric Jameson says) when the market penetrates entirely the structures of society and life itself. Culture becomes a product; it is a bargaining chip for values, status positions and hierarchies, for concepts of a world. Reality itself is a collage of depth-lacking, stereotyped images. This is a time in which history seems to end; it transforms into circulated by the media and film industry "pop-history" of clichéd ideas and stories about the past.

The exhibition *Nostalgic Future* of Zoran Georgiev explores a similar idea of history that is not a fact, neither a reconstruction of the past or an understanding of it, but history that is simply a fiction. The artist creates the overturned notion of time where the future is cancelled by the illusion of a time past. What is more, the construction of a past turns out to be the very project of a future. The exhibition reminds of a sci-fi film about the apocalyptic end of the world, broadcast on History Channel. Yet the works which are contained in the story created by



International Treasure, 2014 – future
International treasure is a series of works that are buried at various locations around the world. In the gallery space are exhibited booklets in museum window

displays. The booklets contain detailed information about the buried work (treasure), photographs of the work, description and map of exactly calculated geographic coordinates. When someone buys an international treasure, he/she should pass it on to their descendants, until the treasure is given the status of cultural value. The work deals with the problem about the law of cultural values in Bulgaria.

Invisible Skyscraper, 2014

In 2004 the Brussels European Council approved the conclusion of the accession negotiations with Bulgaria and Romania. The borders in most European countries were open. Macedonia still doesn't have a candidate status. The country is shot through with corruption and nearly 40 percent unemployment. Macedonian citizens see a way out in Bulgarian citizenship, and hope that in Western Europe they will find a job. To get a citizenship, unless providing assurance of Bulgarian origin, the citizen must have a permanent address in Bulgaria. A very lucrative business starts. For a fee of 100 lev Bulgarian citizens ensure the foreigner's formal residence in their home. Apartments with more

the artist are related to a very concrete present. They refer to the specifics of the cultural environment in "post-socialist" Bulgaria, "new" Macedonia; to the shadow economy that is an essential element of the structure of society similar to the way cheap kitsch is the visual expression of populist neo-nationalist rhetoric. In such cultural environment, the state and business are mere simulations. They are effects machines, which mask a different, twisted, logic of their actual mode of operation. History in this environment is not simply a cultural product. It is rather a tool of a somewhat obscure, post-utopian desire for self-creation. In its own right, it is a populist project of the past – kitsch deeply-seated in the present, which comes to replace the failed socialist horizon of the future. Zoran Georgiev examines the issue of history as existential. It is related with the present of human life – with leaving (departures) and staying (arrivals), with the life and death.

Vladiya Mihaylova



than 600 persons appear. A few years ago this was prohibited by the police. Instead, they enter a "fictional" work address on 6 Lege street. For several years, each new Bulgarian citizen who doesn't lives in Bulgaria has been registered at this address. By the end of 2011, more than 20000 virtual citizens were living there. Currently probably around 40000. If all these people gathered in this place, the building would be higher than 4500 meters. With this altitude it would be the tallest building on the planet. There are rumours that the ultimate goal of this project is to fit inside 2500000 persons which means that the height would be more than 100 kilometers. This would make the building on 6 Lege street the highest structure in our solar system.

“Meeting Point” is a platform for contemporary art and young artists, an ongoing project of Sofia City Art Gallery, which main goal is to develop a scene for young contemporary art through setting up creation conditions of debate and experiment in which take place various exhibitions, discussions and projects.

NOSTALGIC FUTURE

Zoran Georgiev



And the Winner is..., 2014

Zoran Georgiev (b. 1985) graduated from the National Academy of Art with a degree in Painting. His solo exhibitions have been held at Sariev Contemporary, Plovdiv, and Ogms Gallery in a Drawer. He has participated in group exhibitions such as Transcending Cultures, Essl Museum, Vienna (2013-2014); Love, Rayko Aleksiev Gallery (2012); After The Flight, Gallery ICA, Sofia (2011), Boxes For Dreams, Shipka 6 Gallery (2011). He is among the nominees for the BAZA Award for 2012, 2013, 2014, and is the winner of the Award in Painting from the International Foundation “St. Cyril and Methodius” in 2011, and the Essl Art Award CEE in 2013. www.zorangeorgiev.org

УСПЯВАМЕ ЗАЕДНО

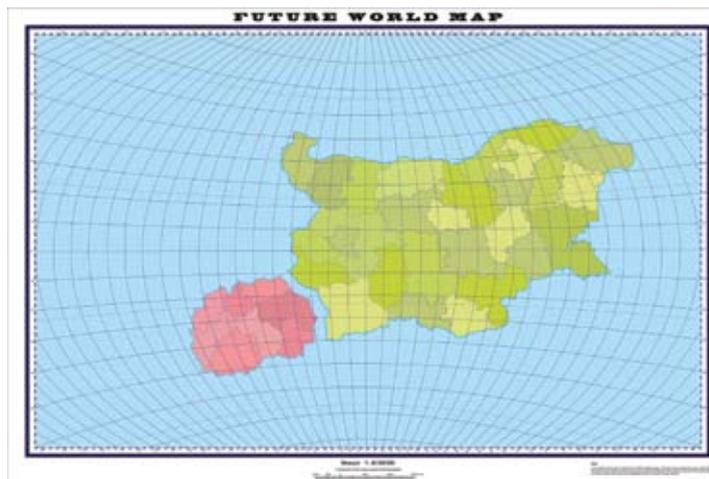
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AWARD
FOR
NEW BULGARIAN ART



Bad Timing, 2014

Skopje 2014 is a project financed by the Government of the Republic of Macedonia, with the main ideology being based on that of the ruling party VMRO-DPMNE, with the purpose of giving the capital Skopje a more classical appeal by the year 2014. The project, officially announced in 2010, consists mainly of the construction of museums and government buildings, as well as the erection of monuments depicting historical figures from the region of Macedonia. Around 20 buildings and over 40 monuments were constructed as part of the project. The project has been criticized for constructing nationalistic historicist kitsch. Skopje 2014 has also generated controversy for its cost, for which estimates range from 80 to 500 million euros. The renovation of the Goce Delchev Bridge, which connects Ilinden Boulevard in Centar to Goce Delchev Boulevard in Chair across the river Vardar, began on April 11, 2011 and finished later in the year. The renovation included new gold-coloured fencing and 26 lampposts.



One more Prophecy, 2014

Legally Immortal, 2014

In Bulgaria it is possible to buy documents for a car which is already crashed and struck, and with these documents to register a stolen car of the same type. To this end, serial numbers are transferred to the car. Of course this is illegal, so after the intervention these cars are sold in other countries at low prices. I made false serial numbers and a logo of Mercedes E500 and screw them on a tombstone having only a birth date on it. I've seen this kind of tombstones in my town. The reasons are financial. It's like a prior insurance for the "last day". Some people make their own tombstones in advance, in order not to burden their descendants. Mercedes E500 was the most popular car among mafia bosses in Bulgaria in the 90s. The year of preparing the design of the car coincided with changes in Bulgaria. Communism fell, and with the advent of capitalism appeared the mafia. 25 years later this business is still booming.



The desire to “edit” the past by changing its coded messages is an essential tool to manipulate the dream about future and to triumph the daydreaming events that have not yet occurred. What are the dreams of all nations of the world? - Some dream of military superiority, scientific and financial development, others of history and past glory. The exhibition *Nostalgic Future*, refers to these dreams. By placing current or past events in a future time I'm trying to explore the problems about nationalism, the glorification of past, antiquisation, national discrimination, restricted human rights, ethnocentrism, development of military technology etc. This is a kind of interpretation of contemporaneity in which we are living now, here in the Balkans and the rest of the world.

With an ironic approach to the reality of past and current events this exhibition aims to find a systematic approach for understanding the past and present, and to determine the likelihood of future events.



Self-portrait Forever, 2014