

Azra Akšamija  
Lucezar Boyadjiev  
Yane Calovski & Hristina Ivanoska  
Nemanja Cvijanović  
Vlasta Delimar  
Goran Đorđević  
Stano Filko  
Andreas Fogarasi  
Liljana Gjuzelova & Sašo Stanojković  
Jusuf Hadžifežović  
Flaka Haliti  
Albert Heta  
IRWIN  
Sanja Iveković  
Dalibor Martinis  
Ivan Moudov  
Ilona Németh  
Vesna Pavlović  
Dan Perjovschi  
Lia Perjovschi  
Tadej Pogačar  
Slaven Tolj  
Goran Trbuljak

– Not So

White Cube

– Nextako

– Slika kocka

STATE / DRŽAVA

**Muzej in galerije mesta Ljubljane**  
**Mestna galerija Ljubljana**

**Inside Out - Not So White Cube**  
**Narobe obrnjeno - ne tako bela kocka**

**24. 9. - 22. 11. 2015**

# LUCHEZAR BOYADJIEV

## I Supply! You Demand?

(Schadenfreude Guided Tours) 2003–2015

I do not know if visitors to an art event need to have a live artist at hand in order to ask questions about the work(s) in a group show. But I know that after the opening, artists are usually not needed by the organizers of an art event – the sooner you leave the “site of the crime”, the better. So, I have rarely had the chance to see, let alone communicate with, those people who are actually going to the shows I am participating in. And I might have only a vague idea why they go in the first place.

I am not sure if what I supply – guided tours around shows of contemporary art – meets the demand of the audience. I am a provider of a service that maybe no one needs. I am available to guide visitors around the show, but I am not able to figure out the dialectics of supply and demand. Hopefully, if something is supplied, the demand will follow. On the up side though – I supply more than artsy explanations... For instance, my fellow artists, who are not around while I am giving the tours, have no control over what I might tell the audience about their works. This is the Schadenfreude bit – “Tough luck, mates – I take pleasure in your absence, which is your misfortune...” ☺

My misfortune, though, is that there is hardly a way to fully document what goes on between me and the tour-takers... ☺

Sofia, July 8<sup>th</sup>, 2003 – June 28<sup>th</sup>, 2015

Original version: *In den Schluchten des Balkan (In the Gorges of the Balkans)*, Kunsthalle Fridericianum, Kassel, Germany, 2003 (catalogue)

A new version of the *Schadenfreude Guided Tours* is conceived specifically for the exhibition *Inside Out – Not So White Cube*. It will be realised on 20 November 2015 in the City Art Gallery Ljubljana, to coincide with the conference.

Lucezar Boyadjiev is an artist based in Sofia, Bulgaria. His work is about private interpretations of public space and visuality of global cities; about the public vs. private in the artist's inner world; and about fostering involvement with audiences through breaking up the local/global, the active/passive participant, and the artist/audience divides. His media is installation, photography, drawing, objects, text, video, and lectures. Recent exhibitions: *Stand Out! ...& Standstill!*, One Night Stand Gallery, Sofia (solo); *Commercial Show with a Non-Profit Goal*, Ogms-drawer Gallery, Sofia (solo); *Not a Library Artist Either*, SALT Galata, Istanbul (2013, solo); *Artist in the Storage*, Sofia City Art Gallery (2010, solo); *The Grammar of Freedom: Five Lessons*, GARAGE MCA, Moscow and *Art for Change 1985–2015*, Sofia City Art Gallery (2015); *Disconsent*, Ancient Bath – CCA, Plovdiv, Bulgaria (2014); *Economics in Art*, MOCAK, Krakow (2013); *The Best of Times, the Worst of Times*, 1<sup>st</sup> Biennial, Kiev and *The Eye Never Sees itself*, 2<sup>nd</sup> Biennial, Yekaterinburg (2012); *The Global Contemporary*, ZKM, Karlsruhe (2011).

## Ponujam! Povprašujete?

(Škodoželjna vodstva) 2003–2015

Ne vem, če obiskovalci umetniških prireditev potrebujejo pri roki umetnika, da bi ga kaj vprašali o delu ali delih na skupinski razstavi. Vem pa, da organizatorji umetniške prireditve umetnikov po otvoritvi razstave po navadi ne potrebujejo več – čim prej zapustijo »kraj zločina«, tem bolje je. Tako sem imel redkokdaj priložnost videti ljudi, ki si ogledajo razstave, na katerih sodelujem, kaj šele, da bi govoril z njimi. In o tem, zakaj si razstavo sploh ogledajo, imam le megleno predstavo.

Nisem prepričan, če moja ponudba – vodstva po razstavah sodobne umetnosti – ustreza povpraševanju publike. Ponujam storitev, ki je morda nihče ne potrebuje. Na razpolago sem, da popeljem obiskovalce na voden ogled razstave, ne znam pa razvozlati dialektike ponudbe in povpraševanja. Upam, da bo, če je nekaj ponujeno, sledilo tudi povpraševanje. Pozitivna plat tega je, da ponujam več kot zgolj umetniške razlage ... Na primer, moji kolegi umetniki, ki jih na mojih vodstvih ni zraven, nimajo nobenega nadzora nad tem, kaj publiki povem o njihovih delih. In to je škodoželjni del: »Smolca, prijatelji – mene vaša odsotnost veseli, kar je za vas škoda ...« ☺

Smola zame pa je, da tako rekoč ne obstaja način, kako bi popolnoma dokumentirali, kaj se dogaja med menoj in obiskovalci na vodstvih ... ☺

Sofija, 8. 7. 2003 – 28. 6. 2015

Izvirna verzija: *In den Schluchten des Balkan (In the Gorges of the Balkans)*, Kunsthalle Fridericianum, Kassel, Nemčija, 2003 (katalog)

Nova različica *Škodoželjnega vodstva* je v pripravi prav za razstavo *Narobe obrnjeno – ne tako bela kocka*. Realizirana bo 20. novembra 2015 v Mestni galeriji Ljubljana, da sovpadе s konferenco.

Lucezar Boyadjiev je umetnik; živi v Sofiji. V delu obravnava osebne interpretacije javnega prostora in vizualnosti globalnih mest, nasprotje med javnim in zasebnim v umetniškem notranjem svetu in skuša pritegniti k sodelovanju publiko z rušenjem barier med lokalnim in globalnim, aktivno in pasivno udeležbo ter umetnikom in publiko. Dela v medijih instalacije, fotografije, risbe, objektov, teksta, videa in predavanj. Med njegovimi nedavnimi razstavami so: *Stand Out! ...& Standstill!*, Galerija One Night Stand, Sofija (samostojna razstava); *Commercial Show with a Non-Profit Goal*, Galerija Ogms-drawer, Sofija (samostojna razstava); *Not a Library Artist Either*, SALT Galata, Istanbul (2013, samostojna razstava); *Artist in the Storage*, Mestna galerija Sofija (2010, samostojna razstava); *The Grammar of Freedom: Five Lessons*, GARAGE MCA, Moskva in *Art for Change 1985–2015*, Mestna galerija Sofija (2015); *Disconsent*, CCA, Plovdiv (2014); *Economics in Art*, MOCAK, Krakov (2013); *The Best of Times, the Worst of Times*, 1. bienale, Kijev in *The Eye Never Sees itself*, 2. bienale, Jekaterinburg (2012); *The Global Contemporary*, ZKM, Karlsruhe (2011).



Luchezar Boyadjiev  
*Schadenfreude Guided Tours*, 2003  
Daily performances, audience, space and works in the show, etc. At: *In the Gorges of the Balkans*, Kunstahalle Fridericianum, Kassel, Germany. September - November 2003. Curator: Rene Block  
Photograph by Nils Klinger  
Courtesy of the artist

*Škodoželjna vodstva*, 2003  
vsakodnevni performansi, publika, prostor, dela na razstavi itd. Na razstavi *In the Gorges of the Balkans*, Kunstahalle Fridericianum, Kassel, Nemčija. September - november 2003. Kustos: Rene Block  
foto: Nils Klinger  
z dovoljenjem umetnika





Lučezar Boyadjiev  
*Schadenfreude Guided Tours*, 2003  
 Detail: the guide's corner in the reception area of the  
 Kunsthalle Fridericianum during his off-hours  
 Photograph by the artist  
 Courtesy of the artist

*Škodoželjna vodstva*, 2003  
 detajl: vodičev kotiček v avli Kunsthalle Fridericianum  
 foto: umetnik  
 z dovoljenjem umetnika

Lučezar Boyadjiev  
*Schadenfreude Guided Tours*, 2003  
 Detail: the artist instructing the regular docents of the  
 Kunsthalle Fridericianum  
 Photograph by Dan Perjovski  
 Courtesy of the artist

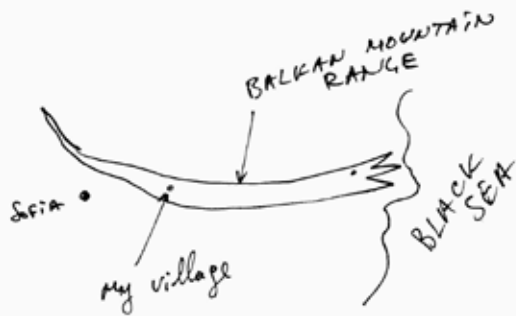
*Škodoželjna vodstva*, 2003  
 detajl: umetnik poučuje siceršnje vodiče v Kunsthalle  
 Fridericianum  
 foto: Dan Perjovski  
 Z dovoljenjem umetnika



Lučezar Boyadjiev  
*Schadenfreude Guided Tours*, 2003  
 Detail: drawings-letters to the other artists in the show,  
 and the guide's coat  
 Installation: *Love It or Leave It*, 5<sup>th</sup> Biennial, Cetinje,  
 Montenegro. Curators Rene Block, Natasa Ilić  
 Photograph by the artist  
 Courtesy of Rene Block Collection

*Škodoželjna vodstva*, 2003  
 detajl: risbe-pisma drugim umetnikom na razstavi in vodičev  
 plašč; instalacija *Love it or Leave it*, 5. bienale v Cetinju,  
 Črna gora. Kustos Rene Block, Nataša Ilić  
 foto: umetnik  
 z dovoljenjem: Zbirka Rene Block

Dear Rene,



Yours,  
Luchezar

©LUCHEZAR BOYADJIEV '2003

Luchezar Boyadjiev  
Schadenfreude Guided Tours, 2003  
Detail: drawings-letters to the other artists in the show  
Photograph by the artist  
Courtesy of Rene Block Collection

Škodaželjna vodstva, 2003  
detajl: risbe-pisma drugim umetnikom na razstavi  
foto: umetnik  
z dovoljenjem: Zbirka Rene Block



Dear Gera, dear Ones,

Yours,  
Luchezar

©LUCHEZAR BOYADJIEV '2003

Dear Mangelos,



Yours,  
Luchezar

©LUCHEZAR BOYADJIEV '2003

Dear Sarkis,



Yours,  
Luchezar

©LUCHEZAR BOYADJIEV '2003





Lucezar Boyadjiev  
 Schadenfreude Guided Tours, 2003  
 Detail: The Book – the catalogue of the show transformed into an artist's book. Front cover  
 Photograph by the artist  
 Courtesy of Rene Block Collection

Škodoželjna vodstva, 2003  
 detajl: Knjiga – razstveni katalog, predelan v knjigo umetnika. Prednja platnica  
 foto: umetnik  
 z dovoljenjem: Zbirka Rene Block



