BERNADETTE CORPORATION

JOSEF STRAU

Originally used in the field of Natural History, the word ‘monograph’ meant a separate treatise on a single species, genus, or larger group of plants, animals, or minerals. Very soon after, it came to be almost exclusively associated with a text dedicated to a single artist. Even today, the artist’s monograph retains its traditional capacity to construe analogies between an artist’s life and work, its recognition of authorship as the cipher of subjectivity in motion, a belief in artistic creation as the site of a birth to presence, and the idea of a commingling of artistic and existential realms. The exhibition Josef Strau is the first of a series of monographs by Bernadette Corporation dedicated to individual artists of our time. As the author of such works, Bernadette Corporation attempts to elaborate unforeseen spaces of subjectivization, ours and theirs, displacing the idea of the artist across monographic limits which have to be renegotiated each time.

‘FENDI LIFE ESSENCE’

FENDI LIFE ESSENCE
FENDI LIFE ESSENCE
FENDI LIFE ESSENCE
IS REALLY GOOD

You only get it in the KDD
You can’t get it somewhere else

And what good does all the research
of the Impressionist do then,
when they never got the right person
to stand near the tree
when FENDI LIFE ESSENCE blows from the sea
into the pale of the cliff of the crazy child’s face?

- J.S.

Bernadette Corporation’s exhibition Josef Strau takes as its starting point Strau’s ad-like poem about a failed product, FENDI LIFE ESSENCE. The latter artist’s signature floor and table lamps have been replaced by video monitors, mediating and reformatting Strau’s work as a sort of perfumey television advertisement by Bernadette Corporation. Other new works are based on recent texts by Strau and on installation views of his 2007 exhibition Voices (Galerie Daniel Buchholz, Cologne).

List of works

Front room:

Galerie Buchholz, October 2007, 2008
DVD, 4:30 min., exhibition documentation with video filters – Earthquake, Slit Scan, Insect Eye, Line Art, Dazzle

JS, 2008
Customized monitor with DVD exhibition documentation 4:30 min. loop, stack of black and white Xeroxes

Back room:

Fendi Film (Life Essenc), 2008
5 DVDs, 3:30 min., on 5 monitors

Art Action Group Projection, 2008
Projected text on Video CD