



# ***Al éxito por la rebelión***

## ***Success by rebellion***

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**Curated by Isabell Cadevall & Stefan Römer**

In a world where the common tendency of the media and digital development are the basic premises for sustaining the illusion of offers and opportunities, a new awareness of rebellion is appearing in our society. Rebellion is becoming a suitable vehicle for submersing ourselves in a complex microcosm, where the game of rebellion directs success and power, be it individual or that of the media.

The theme of this exhibit is centred on the word *Rebellion*, in its sense of “*public uprising*” to overthrow what had been established previously, understood in its contemporary context. The goal of the project is to develop a new way of understanding this concept and to seek adequate conditions for its application in contemporary pop culture. To “*rebel*” has turned into a stereotype in advertising. In this sense, within the culture industry, the concept “*rebellion*” has become a sign that differentiates at the same time that it defines the formal character of the product.

This project brings together a group of seven students of theory and practice of new media, from the class of Prof. **Dr. Stefan Römer**, from the Akademie der Bildenden Künste of Munich.

### VIDEOGRAPHIC SCREENINGS IN LOOP:

**Florian Duffe & Verena Seibt**

*Rebell-Sweat*

DV, approx. 40 seconds in length.



Advertisement for “*Rebell-Sweat, Eau de-Toilette*”. Rebel sweat as an innovative ingredient for the executive seeking success.



**Julia Wallner**

*Boat Hammer Stake*

DV, approx. 2 min. in length.



And in front of me, but only in front of me, as open as the ocean that we ply to reach other continents, is the market.

...search for something completely different, go beyond the limit and fail while producing.

At the beginning one does not know, but, in reality, everything seems like a success.

Text by Diedrich Diederichsen, „Eigenblutdoping“

**Florian Froese-Peeck**

*Acting Not acting Hope*

DV, approx. 2 min. in length.



The same person in different postures: acting, not acting and hope. An iconography of the rebel's conflict.

**Barbara Spiller & Max Schmidlein**

*Amusing egomaniacal love*

DV, 16:50 minutes.



Amusing egomaniacal love, a film about love; about the different forms of bohemian life; about inner and outer rebellion, and about the apparent failure of our basic necessities.

**Lisa Degele**

*Guerrilla-Breaking into the private garden.*

DV, 90 seconds.



Every day in private gardens conflicts arise between the owners and undesired visitors.



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**Verena Seibt**

*Kasperl in the struggle of the classes*

The empty existence of Kasperl as a rebel and transgressor.

SOUND OF THE LOOP:

**Florian Duffe**

***Successful Sound***

Approx. 4 minutes in length

Sound collage that combines rebel slogans and advertising jingles. This acts as a nexus between, and, at the same time, as a counterpoint to the different videos of the exhibition.

INSTALLATION:

**Lisa Degele**

*I'm a rebel*

9 metres of illuminated cable.

A line of illuminated writing in a loud pink colour forms this committed personal statement, whose origin is in the song with this title performed by the singer Jeanette. The advertising nature and the pop aesthetic of the illuminated cable contradict the affirmation of rebellion, because they reflect a pose similar to the currents of fashion, in which the cult of rebellion has become a convention.