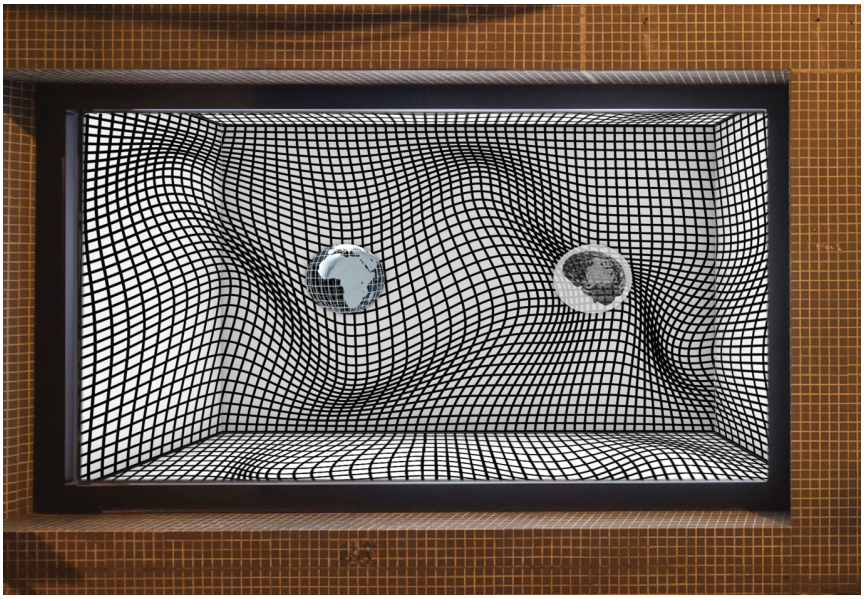
PETER KOGLER: SHOWROOM

Showcase at Impromptu Storefront

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PRESS



Impromptu Projects and Ephemera Public Space Cooperative are pleased to invite you for an unprecedented cultural presentation by international Austrian artist Peter Kogler.

Kogler's artistic vocabulary, honed over decades of exploration, forms the bedrock of this immersive experience. At its core lies the concept of the hyper-network, a visual representation of interconnectedness that extends beyond the confines of the physical space. These networks are brought to life through complex computer-generated patterns based on meticulously computer-animated objects. The resulting recursive patterns endlessly repeat and transform, creating a sense of infinite expansion, and blurring the boundaries between foreground and background, reality and illusion. The scale, too, is crucial. The projections engulf the viewer, creating a feeling of being swallowed by the network, emphasizing the overwhelming complexity of the systems we inhabit.

The mission of Impromptu Storefront has always been to dismantle the traditional hierarchy of the gallery space. We believe that art shouldn't be confined to the sterile environment of the white cube; it should be accessible to everyone, regardless of their background or experience, in the most fundamental public space: the street. In so doing, we seek to blur the border between public and private spaces, amplifying the content of the storefront and propelling it outwards. Kogler's installation perfectly embodies this ethos. It's an artwork that thrives on interaction, that invites participation, and that transforms the everyday into something extraordinary.

This exhibition is more than just a visual spectacle; it's an invitation to reconsider our relationship with the world around us. It's a reminder that we are all interconnected, that we are all part of a larger network, and that the boundaries between ourselves and our environment are often more fluid than we realize. Step inside, lose yourself in the network, and discover a new perspective on the world.

Peter Kogler

Peter Kogler was born in Innsbruck, Austria (1959). Since the 1980s, Peter Kogler has developed a specific vocabulary of constructive, symbolic and biomorphic structures that form the basis of his computer-generated, space-filling installations. In close dialogue with the architecture of the site, Kogler uses wallpaper, video projections and traditional elements of interior design - such as carpets, curtains or furniture - to create visual experiences that are often compared to illusionist labyrinths. Peter Kogler's artistic approach is influenced by modern schools of thought and art, such as the set design and scenery of early expressionist films, as well as the technical and digital developments of his time. He was one of the first of his generation to experiment artistically with computers, in 1984.

His work is internationally acclaimed and has been presented at international art exhibitions such as documenta IX (1992) and documenta X (1997) in Kassel, the Venice Biennale (1986, 1993, 1995) and institutions such as the Museum of Modern Art in Vienna, the MAMCO in Geneva (2007), the Museum Colecao Berardo, Lisbon (2009), the Museum of Modern Art in New York (2009) and the Centre Pompidou, Paris (2012). Professor at the Academy of Fine Arts in Munich. Peter Kogler lives and works in Vienna, Austria.

Institutional Support

This event has the approval from the Ministry of Vienna through the Austrian Consulate General Hong Kong and Macau SARs.

An upcoming lecture entitled "Storefront Design: Case Studies and the Scenic Transformation of the Shop Window" co-organized by the Institute of European Studies of Macau is scheduled for May 2025.

Date and Time

The opening will take place on Thursday 10 April at 5pm in Macau, at the Impromptu Storefront, and will be attended by representatives of the supporting institutions and other special guests. The exceptional showcase will be on display until 31 December 2025.

Impromptu Storefront

This unorthodox cultural space is a non-profit concept gallery, open 24 hours a day, 7 days a week, based on an innovative exhibition model to showcase commissioned interventions by invited foreign artists. The aim is to provoke and stimulate public awareness, addressing local and global issues, as well as personal and universal values. It is intended to encourage and contribute to the discourse of critical thinking by hosting screenings, roundtables and book presentations. Stay tuned and watch our website and Facebook page for further notice of events.

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