PRESS RELEASE:

The Goethe Institut/Max Mueller Bhavan Mumbai, in association with the National Gallery of Modern Art, Mumbai, presents Come In: Interior Design as a Contemporary Art Medium, an exhibition that investigates the connection between fine art and applied design. The exhibition is produced by ifa (Institut für Auslandsbeziehungen), Stuttgart.

Featuring Shilpa Gupta and Shreyas Karle from Mumbai along with 16 German artists, the exhibition is curated by Dr. Renate Goldmann, director of the Museum of the City of Düren, and Volker Albus, professor of Product Design at the Karlsruhe University of Arts and Design. The exhibition opens on 4 November 2016 and continues till 16 December, with events running through the duration.

The curators investigate the connection between fine art and applied design in twenty-five artistic positions by means of individual objects, sculptures, installations, videos and – in the exhibition catalogue – inserts. At first glance, the displayed work appears to possess an "obvious" identity as "furniture", "lighting" or "interiors". However, upon inspection, they are too uncomfortable, colourful and eccentric, all too clearly geared to play upon our perception. They represent ideas, projects, scenic reinterpretations of situations conditioned by certain furnishing and architectural elements. The interior spaces chosen by
many of the contributing artists form links between aspects of contemporary history and their own experiences and critical aesthetics.

The exhibition has travelled sixteen countries and every institution taking part is given the opportunity to bring in local artists to be part of the exhibition. Keeping in mind the presence of design within their practice, the Goethe Institut/Max Mueller Bhavan Mumbai has invited Shilpa Gupta and Shreyas Karle to the exhibition. Both artists will be producing new work for the show.

The curator and artists will be available for interviews in Mumbai or via email, before or during the exhibition. The exhibition will also be accompanied by a series of events which attempt to investigate the correlation between fine art and applied design in India. For further information, please contact Phalguni Desai (9820067884/phalgunidesai@gmail.com) or Amruta Nemivant (amruta.nemivant@mumbai.goethe.de).

Come In: Interior Design as a Contemporary Art Medium
Curators: Dr. Renate Goldmann & Volker Albus
Presented by Max Mueller Bhavan/Goethe Institut Mumbai
at National Gallery of Modern Art, Mumbai

From 4 Nov – 16 Dec 2016

Artist list:
Bettina Allamoda
John Bock
Matti Braun
Björn Dahlem
Tobias and Raphael Danke
Heide Deigert
Christina Doll
Stefan Eberstadt
Christian Flamm
Claus Föttinger
Dorothee Golz
Shilpa Gupta
Hans Hemmert
Eva Hertzsch / Adam Page

Shreyas Karle
Stefan Kern
Andree Korpys / Markus Löffler
Isa Melsheimer
Tobias Rehberger
Peter Rösel
Daniel Roth
Silke Schatz
Erik Schmidt
Gregor Schneider
Tilo Schulz
Johannes Spehr
Jörg Wagner
Corinna Weidner / Erik Schmidt