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press release Artneuland e.V.

Artneuland is an international project designed to prepare the ground for genuine inter-cultural dialogues. Starting in November, the comprehensive project (encompassing the arts, sciences, and social issues) will attempt to bypass the usual approach, merely juxtaposing representatives of various cultures without much attention to conceptual differences in their discourse: Using identical words by rarely entails identical meaning - the connotations of seemingly simple and self-evident ideas (such as freedom, tolerance, art, individuality etc.) vary and differ widely, often fundamentally. Our project boldly aims at a kind of inter-cultural discourse which will 'translate', so to speak, different frames of reference into one another.

Artneuland wants to liberate, as it were, or expand the trend toward globalisation from and beyond its salient economic goals and terminology. "Think globally, act locally" was the first, and somewhat helpless response in order to protect the unique character of local traditions and identities. Local folklore, however, does little to develop a deeper understanding of the respective cultures.

Starting with the arts and sciences we will develop and present projects, programs, and performances focusing on the three monotheistic cultures (Jewish, Christian, and Islamic - concretely: Israeli, European and Arab societies) to develop a kind of TRIALOGUE model which should, eventually, turn into an ongoing discourse among various cultures.

In addition to initial exhibits focusing on photography and video, Artneuland will provide the framework for all sorts of presentations: readings, lecture series, art exhibits, panel discussions etc. We envisage three major cultural topics annually, to be negotiated from the various viewpoints of the arts, sciences, politics, religion etc. Their ultimate purpose is, of course, to detect overlaps as well as differences in tacit assumptions and presuppositions inherent in seemingly self-evident cultural ideas. How necessary are the respective cultural commonplaces? Are they really necessary parts of the respective cultural identity? Is there a common ground - and if: How do we find and/or define it?

A non-profit organization, Artneuland, will open its gates on November 25th at 7pm. Our facility is located at Schumannstr. 18, just around the corner from the "Deutsches Theater". Artneuland was initiated and directed by the Israeli artist and curator Yael Katz Ben Shalom, well known also in Germany through various projects, often collaborating with the "Institute of Foreign Relations", the "Goethe-Institute", "Cultural Foundation of the Federal Republic" and various other organizations. For more than ten years, Yael Katz Ben Shalom has been collaborating with German intellectuals and artists on TRIALOGUES.

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Daniela Jochmann-Markus
Yael Katz Ben Shalom
Dr. Gehad Mazarweh
Prof. Dr. Moshe Zuckermann

Speakers at the opening ceremony will be Prof. Dr. Peter Sloterdijk (philosopher), Prof. Dr. Bazon Brock (performance philosopher), Dr. Gehad Mazarweh (psychoanalyst) and Prof. Dr. Moshe Zuckermann (historian).

For more information about the project and the opening on 25th November at 7 pm we would like to invite you to the press conference on 22nd November at 11 am.

registration and press contact:

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