



Press Release

March 2010

„Farbwerte – SchwarzRotGold“

Project initiation in China and exhibition in Shanghai

Opening reception: Saturday, 20th March 2010, 4 pm – 8 pm

M50 Creative Space | 50 Moganshan Rd | 200060 Shanghai | China

The project "Farbwerte – SchwarzRotGold" (colour values – redblackgold) is concerned with collecting individual perspectives, attitudes and standpoints with view on the German identity and its respective forms of public display. Since March 2009 a host of designers and artists are asked to engage with the German flag by incorporating this powerful, yet polarizing symbol into works of art. In addition people from various areas of the society are portrayed together with the German flag, illustrating their individual view on Germany. Until now over 100 participants from various countries have contributed to the initiative.

After the successful launch of the project during two exhibitions in October 2009 and February 2010 in Berlin, Farbwerte – SchwarzRotGold will kick-off its activities in Shanghai with an opening reception on Saturday, 20th of March 2010, 4 pm at M50 Creative Space. In a way being the harbinger of German activities throughout the EXPO 2010, which will be opened on the 1st of May 2010 in Shanghai.

Beginning with the opening of the exhibition, artists and designers from China will be taking part in the further creative development of the project. At the same time selected individuals will be portrayed together with the German flag. It is intended that the resulting works of art will be shown during the EXPO 2010, in other Chinese cities and in Germany.

Farbwerte initiator Robert Eysoldt: *„The project „Farbwerte – SchwarzRotGold“ reflects scepticism and enthusiasm and the resulting variety of standpoints and opinions. The diversity of the objects, images and the respective texts cause a creative impulse necessary for reflection and discourse. We are more than happy to be able to present and continue our project in China“*

Exhibition opening hours

The exhibition at the M50 Creative Space is open from 21st of March 2010 until 11th of April 2010 from 11 am – 6 pm. Entry is free of charge.

Exhibition partners

Hahnemühle FineArt, Roq & Roesner Photography, M50 Creative Space, Coordination Berlin, Create Berlin, TMIC, Triad Berlin and Deutscher Pavillon EXPO 2010

For further information regarding the project please visit the official website at: www.farbwerte.com

In Chinese at: <http://farbwerte.com/chinese/>

To download "Farbwerte" images please refer to the press section of the site.

For inquiries concerning artist participation or partner cooperation please contact:

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