

Press release September 30th, 2008

Detour

The Moleskine Notebook Experience

Werkbundarchiv - Museum der Dinge

Oranienstrasse 25
Berlin-Kreuzberg



Opening: Wednesday, October 29, 2008 from 19:00 until 22:00

Press Preview Wednesday, October 29, 2008, 18:30

The artists.

Giuseppe Amato, Ron Arad, assume vivid astro focus, Yves Béhar, Fiona Bennett, Bili Bidjock, Mirko Borsche, Constantin Boym, Birgit Brenner, Desideria Burgio, Patricia Carmo Baltazar Corrêa, Stefan Diez, Mike Figgis, Joachim Frost, Martí Guixé, Isola&Norzi, Spike Jonze, Abdoulaye Armin Kane, Ramón Laserna, Julia Lohmann, Hans Maier-Aichen, Javier Marías, Tatiana Musi, Simon Njami, Hans Ulrich Obrist, Paula Odevall, Pax Paloscia, Paolo Pellegrin, Ana Prvacki, Sigur Rós, Henri Jean Rodolphe Sagna, Paula Scher, Giovanni Sollima, Paolo W. Tamburella, Sara van der Heide, Joep van Lieshout, Massimo Vitali, Siren Elise Wilhelsem.

Curator Raffaella Guidobono

Design Zetalab

Exhibition dates and opening schedule

October 30 - November 16, 2008

Every day, except Tuesdays, 12:00-19:00

During Art Forum Fair

October 31 - November 03 - 12:00-22:00

Images of the artists' notebooks can be downloaded at:

www.moleskine.com/images/detourberlin

After successful exhibitions at the Centre Pompidou in Paris (2008), in New York (2007) and in London (2006), Detour is set to arrive at the Museum der Dinge in Berlin from October 30 until November 16.

Detour is a travelling group show featuring the Moleskine notebooks designed by internationally recognized artists, architects, film directors, graphic designers, illustrators, and writers such as Ron Arad, assume vivid astro focus, Birgit Brenner, Desideria Burgio, Spike Jonze, Julia Lohmann, Hans Ulrich Obrist, Ana Prvacki, Sigur Rós and Joep van Lieshout.

The Moleskine notebooks are shown in transparent boxes properly designed for Detour.

The exhibition is curated by Raffaella Guidobono, the Design and Graphic Design by Zetalab.

Visitors can browse the books after wearing white cotton gloves, provided at the entrance.

Amongst 38 notebooks some works contain extensive stories; others are turned into pieces of contemporary art and design. All of them deliver an intimate insight into the artists' creative process.

Ana Prvacki documented with successive shots the combustion of a Moleskine notebook filled with forgettable notes, setting fire to matches tucked between the pages. In her performance she meant to forget the past lightly and to proceed further with lots of new writings and memoirs. After having found the "agency" ananatural, the sophisticated performer from Singapore investigates and promotes personal solutions to face them.

Julia Lohmann has worked on her book over an entire weekend at the end of the summer, and once again what she produces is a sum of her ecological approach and unique point of view. She is one of the candidates for the Designer of the Future Award at the next Design Miami Fair.

All the temporary visits on art-sites made the Curator **Hans-Ulrich Obrist** a constant traveller, always taking lots of notes on his own worldwide path. Here we have a rare sample of his continuous mobility.

The cover and the entire notebook of **Sigur Rós**, with three drawings, it's just like their music: liquid poetry with some pauses mixed with unusual sounds, while the white pages are eloquently silent.

assume vivid astro focus look like a treasure box, plenty of spared pages filled with sketches and notes with thoughts for their upcoming shows. Their multi-faced fantasy and technicolor imagery here use black pencil on paper and remain, as usual, rule-free and quite astounding. The collective avaf is currently shown in the exhibition "Aqui volvemos adornos frivolos" at Peres Projects in Berlin from September 20th to October 25th 2008.

The artwork of **Joep van Lieshout** is enveloped in a cocoon, its spherical shape hiding the contents of the notebook. Reduced to a black line, interrupting the continuity of a polyurethane foam bubble, the artwork does not allow for much interaction.

Ron Arad focuses on the day-to-day aspect of design, representing moments and even images in which he develops links with imaginary sounds and displays an innate sense of design and composition. For the first time in France, the Centre Pompidou is devoting a monograph exhibition to the industrial designer and architect Ron Arad. (November 19, 2008 - January 26, 2009)

Desideria Burgio presents a series of 12 portraits as a catwalk of figures in an artbook. Influenced by Sicily, the artist detects divinity in humanity far from stereotypes. Her work does not stem from detached observation, but rather from the wish to touch the soul of the chosen few.

The film director **Spike Jonze** turned his notebook into an unusual scene, exploiting the long format of the Japanese notebook to create the start and the end of a story on the first and last pages. As if constituting the trailer of a film or its crucial scene, the notebook is held together by a drawstring, ready to open like a stage curtain.

Birgit Brenner's notebook is entirely characterized by a weft of threads, embroidered on a long Japanese notebook paper page, until the story ends with an interwoven reel of unspoken sentences that smoothly slip into the pocket.

Detour in Berlin will be hosted by the **Museum der Dinge**. It is the museum of industrial design and mass culture and is well known for its focus on artistic procedures in combination with everyday goods. It is surrounded by a very vital, international scene, which reflects the cosmopolitan background of Moleskine.

After the exhibition in Berlin, in 2009 Detour will travel to Istanbul and Tokyo. Through the changing exhibition locations, **Detour is always attracting new artists** to the project, especially creative artists that are particularly related to the cities where the exhibitions take place. The notebooks displayed during all Detour exhibitions **are permanently shown on the Moleskine website**. A single post is dedicated to each author, with photo, video, and biography.

Raffaella Guidobono is an independent art critic and visiting professor at the Domus Academy in Rome, working between Italy and Latin America. She curated the Detour group shows in Paris, New York and London.

Moleskine Srl, the company behind the Detour exhibition, and all the participating artists support the non-profit organization lettera27, whose aim is to promote the right to literacy, education, access to knowledge and information.

www.lettera27.org

Moleskine supports the lettera27 foundation by providing an annual contribution for its projects. In exchange, it enjoys the right of access to the notebooks and the images contained therein. Moleskine's funding to lettera27 for the year 2008 equals 150,000 €.

Exhibition

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