

CLUB ELECTROPUTERE
CRAIOVA / BUCUREȘTI

June 18 - July 16, 2010
Opening on Friday, June 18, 6 pm

Club Electroputere Craiova
56 Calea București



Fetish Factory

(Romanian Cultural Resolution)

Pavel Brăila, Ștefan Constantinescu, Daniel Knorr,
Alexandru Niculescu, Dan Perjovschi, Alexandru Solomon

Curator Adrian Bojenoiu

The concept proposes the partial simulation of the cultural field for recent Romanian history.

The title *Fetish factory* is the expository name of this cultural field, allusively appointing the producing mechanisms of the post communist allocution, implicitly involving the contemporary culture.

With the fall of the iron curtain the post communism opens a cultural space of identification and rediscovery of the „democratic” subject divided by communism. Thus the cultural speech of recent history, builds up its` identity and generates the cultural product at the limit pf denying the past and the projection of a democratic future (accepting the new order of the capitalist market), forming a speech who`s cultural product functions as a fetish. The traumatic past, lived throughout communism and transformed into a speech becomes a cultural product with a shaping effect, comprising an ambivalence based upon acknowledgement and repudiation.

The project foregathers the works of five artists drawing a bead on outlining a contrasting and reflexive vision upon culture; an external glance centred on the utopia, contradictions and cultural solutions supplied by recent history.

Programme:

Friday 18th June, 7 p.m film projection: „ Kapitalism - our improved formula” 80 minutes, 2010
Director: Alexandru Solomon

Saturday 19 th June, 6 p.m film projection: „My beautiful Dacia” 60 minutes, 2009 Director: Ștefan Constantinescu & Julio Soto

The exhibition *Fetish Factory*

is part of the Romanian Cultural Resolution project
produced by Club Electroputere Craiova in collaboration
with the Romanian Cultural Institute from Berlin