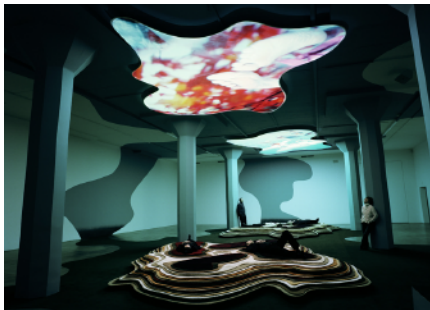


PIPILOTTI RIST *Gravity, Be My Friend*
Part II



Selbstlos im Lavabad (Selfless In The Bath Of Lava), 1994
Audio video installation. LCD monitor let into the floor, sound system.
Approx. 6 mins. video loop.

The work that is hidden in the stair down to the bottom level speaks to our empathetic side, our humanity – the will to help one another and be able to forgive others as well as ourselves. In the artist's own words: "It is important to me that people pay attention to one another and that we take each other seriously. (...) When viewers experience my work I hope they will stop being quite so hard on themselves. (...) It is part of my message to encourage mildness towards oneself." (from the publication *Congratulations!*)



Tyngdkraft, var min vän (Gravity, Be My Friend), 2007
Audio video installation. Wild carpet sculptures for the audience to lie on.
Music by Anders Guggisberg and Pipilotti Rist. 2 x approx. 10 mins. video loop, 10.40 mins. audio loop.

Tyngdkraft, var min vän (Gravity, Be My Friend) is a new large-scale audio video installation that has been specially produced for Magasin 3. Richard Julin, curator of the exhibition, describes it as "an experience where the reclining viewer is transported to a place at the origin of time or possibly the future". Pipilotti Rist strives to include us in a specific environment and insert us into the film, enabling us to open our senses to complex topics. The installation is a further development of her method of working and her formal language. Pipilotti Rist explains: "With this work I want to encompass a flash of consciousness, in the spectators' minds, a kind of mildness to themselves and a relativisation of their problems."

In conjunction with the exhibition, Magasin 3 has published the richly illustrated book *Congratulations!*, which contains a personal conversation between the artist and Richard Julin. Anecdotes from the creation process and thoughts about life, art and food reveal new dimensions of Pipilotti Rist's world.

Since the middle of the 1990's Pipilotti Rist has had both solo and group exhibitions in institutions such as Fondazione Prada (Milan), Musée d'Art Moderne de la Ville de Paris, Kunsthalle Wien (Vienna), MOMA (New York), the Center for Contemporary Art (Kitakyushu) and at various biennales such as Istanbul, Sante Fe, Shanghai and São Paulo. Rist's contribution to the 2005 Venice Biennale was the magnificent and critically acclaimed piece *Homo Sapiens Sapiens*, which was installed in one of the city's churches.

In the spring of 2007 a new, specially produced work can also be seen at night on the square outside Centre Georges Pompidou in Paris or via a webcam on the institution's website: www.centrepompidou.fr. Pipilotti Rist was also awarded the prestigious commission to create the visual identity for the Armory Show 2007 in New York.

Read more about Pipilotti Rist on her website: www.pipilottirist.net

All works in the exhibition:
Courtesy the artist and Hauser & Wirth Zürich London
Photo: Johan Warden