

ewo und Museion present

**ewoTALKS**

**First event with VALIE EXPORT**

**Thursday 16 April, 8:00 p.m., Museion Passage. Admission is free.**

During the International Year of Light, the company **ewo** and **Museion** – Museum of modern and contemporary art – will begin the **ewoTALKS** series. At its headquarters in Kurtatsch, ewo develops quality lighting systems for public areas and has achieved worldwide success. The focus of the discussion series will be the wide-ranging **interrelations between art, design, business and technology**. On three evenings, guests from home and abroad will discuss different aspects of this multifaceted and intriguing subject area. In addition, the individual events are closely related to the current exhibitions at Museion. The ewoTALKS events will take place on **16 April, 18 June** and **19 November** in the **Museion Passage**, at **8:00 p.m.** The conversations are recorded by RAI Südtirol.

The event series will open on 16 April with **VALIE EXPORT**. The Austrian artist will speak at Museion about her artistic endeavors with light, diverse body of work and unbroken artistic power. Valie Export, to whom Museion dedicated a major solo exhibition in 2011, is represented in the current collection exhibition with the trilingual laser work *Gibt es etwas, das nicht durch ein Bild/Zeichen ausgedrückt werden kann?*

The themed exhibition ***Design is a state of mind*** by designer **Martino Gamper**, which opens at Museion on 5 June, meanwhile, addresses the influence design objects exert on our lives. This topic is also in the focus of the **second ewoTALK** on 18 June. Designer Jörg Boner, **Nitzan Cohen**, who is a professor at the Faculty of Design and Art at the Free University of Bozen and **Stephan Ott**, the chief editor of the design magazine form, from Frankfurt, will take part in this round-table discussion.

The **third ewoTALK** on November 19 focuses on the possibilities for **artistic/entrepreneurial collaboration**. Participants include the director of Munich's Städtischen Galerien im Lenbachhaus, **Matthias Mühling**, and **Hannes Wohlgemuth** (ewo).

The ewoTALKS series is considered to be an important element for interdisciplinary collaboration between a cultural institution and a technology company which also debates cultural and artistic issues. For ewo, this also means seeing light in a wider context, being open and creative, and continually changing perspective. Flora Kröss, ewo's managing director, says: "Just like Museion, we are looking for an interdisciplinary approach and for ongoing reflection. This partnership can thus provide important impetus for both parties."

The director of Museion, **Letizia Ragaglia**, also speaks of a stimulating working relationship: "The partnership between ewo and Museion in the **International Year of Light** represents perfect synergy. For an institution like Museion, which focuses on innovation, that is an important signal. We show that the cooperation between two important representatives of the regional economic and cultural landscape is not only possible, but also can bear fruit. The cooperation between ewo and Museion began last January, when the Museion opened the exhibition series ***Lichtwerke aus Südtiroler Sammlungen zu Gast bei ewo*** (ewo exhibits lighting works from South Tyrolean collections) in the office of the company in Kurtatsch, with works by Maurizio Nannucci, Claudio Olivotto and Stephen Antonakos from their own collections.

**Heartfelt thanks to RAI Südtirol**

**INFO**

**ewoTALKS**

**Museion Passage**

**Piero Siena Place 1**

**Bolzano**

**04/16/2015 – ewoTALK with Valie Export**

**06/18/2015 – ewoTALK with Jörg Boner, Zurich; Nitzan Cohen, professor at the Faculty of Design and Art the Free University of Bozen and Stephan Ott, editor of the design magazine *form*, from Frankfurt**

**19/11/2015 – ewoTALK with Matthias Mühling, Director of the Städtischen Galerien im Lenbachhaus in Munich and Hannes Wohlgemuth (ewo)**

**All discussions are in German. Admission is free.**

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