

THE NO-CONCEPT CONCEPT

- an exhibition of contemporary masterpieces
draining a no-brainer

Participating artists: Z, X, Y

until the summer 2017
opening immediately

Every 5 years the biggest art event takes place in Germany. It dictates what great exhibitions should look like in the next 5 years. The current trendsetter is the curator Carolyn Christov-Bakargiev, who directed Documenta 13 last year according to a “no-concept concept.” Her idea is to avoid presenting ideas because ideas are capitalist and Documenta is not. Ideas are “products of the brain” and therefore “the drive, the motor of the economy” of today.

Handed over the depeche from Carolyn Christov-Bakargiev, Gallery X is happy to announce that we also abstain from presenting new ideas. “The no-concept concept” is Gallery X’s first group exhibition in our storage entirely devoid of any new concept or idea so as to give way to great contemporary master pieces by Gallery X’s artists. Accordingly we limit ourselves to reprinting a fragment of an interview, where Carolyn Christov-Bakargiev resists presenting an idea:

KW: So is this a theme, this lack of connection?

CCB: There is no real theme. The most important point today is for me is to work without a clearly stated concept. You can work without a concept, and this has nothing to do with the way an art fair has no concept: it is a very different notion of non-concept, which has to do with resisting the commodification of ideas today. Pierre Huyghe is on my Advisory Committee and you know his earlier works were all about no knowledge zones, and from a banal sociological point of view you can say that we are at a time of cognitive capitalism, or knowledge capitalism, where the products of the 21st century are mainly products of the brain”.

KW: Moving away from the object into something more...

CCB No, I am not talking about art yet. I am not even talking about ideas (...)

In the spirit of *The no-concept concept*, the curator will not be present at the opening nor available for the press.

Photos of the curator can be downloaded here:

<http://artstarstv.com/post/21143426887/curator-porn-documenta-13-and-the-press-kit-from>

Framed photos of the curator can be acquired here:

<http://artstarstv.com/post/34695641070/limited-edition-framed-set-of-curatortporn-available>

The contemporary master pieces are on view here:

www.gallery-x.zxy