

what **EXHIBITION OF LIVING MANAGERS (MANAGEX)**

where **National Centre for Contemporary Arts, Moscow**

when **March 25-26, 2006**

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Profession as art

Can profession become an art object? I think so. Professions unite humans, while a human being has constantly been focal point of arts.

Managers as art objects

If there is certain mystery in every profession, managers are definitely the secret masters who hold the keys to the modern universe... I think that's the only explanation of their proliferation in the world today. They proliferate so widely this profession becomes not just social, but a cultural phenomenon. So, if there are doubts about managers as art objects, why don't we go and see with our own eyes?

MANAGEX and its participants

«Exhibition of living managers» (MANAGEX) is an art project which will be held at one of leading contemporary art galleries in Moscow. Real, employed managers will become art objects of this event – those who wish to get away from office routine for one day and take part in this exhibition, which somewhat resembles the television reality-shows. In contrast to reality-shows, there are no strict requirements for the participants: they only need to be employed full-time as managers of any level, have some interest for the contemporary art, and have some patience needed to serve as an exhibit for several hours. The organizers will make the participants' life as easy as possible. Everyone will be comfortably seated, and will be completely free to talk to visitors or be silent. Next to each participant will be a nameplate with information, just like at any gallery exhibition. Participants will be free to provide either true or fabricated information (such as name, employer, position, salary, etc.), or to provide no info at all and leave the nameplate blank, if they prefer so.

The role of the artists

To allow the public view the exhibition, the artist, as always, has done all the dirty work in his studio. Once the project concept had been elaborated, the main task was to identify potential participants. Wishing to be as objective as possible, the author only selects volunteers who showed interest his announcement posted at professional managers' forums in the Internet. It implies the exhibits are not average, but rather art-starving managers. By placing them in the spotlight, the author completes a twofold mission: not only to grow the art dimension of managers' order for the general public, but to cultivate the art-oriented agents within the managers community.

about the authors and the organizer

alexander kaffka (b. 1966) is artist and media consultant living in Moscow. Historian and political scientist by background, since 2001 Alexander was involved in publishing, when he founded «Avenue», an independent arts magazine. Alexander is visual artist, photographer, and also author of articles, photo and video reports on arts life for international magazines such as «Wallpaper*», and web media such as «CultureTV».

elena shmatko (b. 1969) lives and works in Moscow. Elena graduated from State Arts Academy (Kiev, Ukraine), graphic design faculty, in 1995. Since 1995 she has been a member of the International Federation of Artists. In 1997 graduated from Studio of Advertising Art of Russian Association of Advertising Agencies and Guild of Film Directors of Russian television. Now works as a free-lance artist (painting, graphics, design).

marjan van mourik (b. 1958) is artpromoter living in Rotterdam, the Netherlands. The last ten years Marjan is working as a

freelance curator, artpromoter and multimedia designer-artist in the field of netart. She is also founder of Target Foundation. Formerly she was owner of contemporary art gallery (Gallery van Mourik) in 1987–1994 in Rotterdam.

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National Centre for Contemporary Arts (NCCA)
www.ncca.ru

NCCA is a research organization for museum and exhibiting work, founded by the Ministry of Culture of the Russian Federation in 1992. The Centre's activity aims at the development of modern Russian art within the context of world creative process, and strives to establish and carry out various programs and projects in the sphere of contemporary art, architecture and design both inside the country and abroad.

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**exhibition of
living managers
(MANAGEX)**

MANAGEX



«MANAGEX is an idea very much in the temper of the art gallery scene today»

- Ellen Dissanayake, author of "What Is Art For", "Homo Aestheticus: Where Art Comes From and Why", and "Art and Intimacy: How the Arts Began"

«MANAGEX fits within a dialog that is happening in the contemporary world»

- Brendan Davis, Editor in Chief, "Art Interview Online Magazine"

«I like the idea of MANAGEX especially in terms of the productive role that the work brings to managers as 'objects' to be exhibited»

- Joshua Sofaer, artist and writer, www.joshuasofaer.com

