

# Pleased to announce...

## **Cem A.**

15.09 - 23.10.2022

**VERSUS** ART PROJECT

## Cem A.

Cem A. is an artist and curator with a background in anthropology. He is known for running the art meme page **@freeze\_magazine**. Since its inception in 2019, @freeze\_magazine has become a tool for creative collaborations between Cem and fellow artists, researchers and organisations. His work has been featured in The New York Times, The Art Newspaper and Monopol Magazin. Selected exhibitions include documenta fifteen, Kassel (2022) and solo exhibitions Hope You See Me as a Friend at Barbican Centre, London (2022) and The Party at Weserhalle, Berlin (2021). He has held lectures at HeK- Haus der Elektronischen Künste, Basel; Universität der Künste, Berlin; Royal College of Art; Sotheby's Institute of Art, Central Saint Martins; and Barbican Centre, London.

## Pleased to announce...

"Pleased to announce..." is the first solo exhibition by @freeze\_magazine artist **Cem A.**, in Istanbul, Turkey. The exhibition presents a critique of standardised language utilised by art institutions to write academically sound yet slightly incomprehensible exhibition texts.

In the framework of "Pleased to announce...", Cem A. invites the visitor to question the nature of the language utilised by art organisations to describe exhibitions and artworks to the public in supposedly inclusive, informative and accessible ways. A selection of "real" and fictional exhibition texts and memes created by the artist will be exhibited in the traditional white cube gallery space, giving the latter a subtle double function of an archival reading room.

To present a collective critique of standardised institutional-grade language, the artist has invited working people in the arts specialised in curation, PR and communications to draft an exhibition text of their own under a unified prompt: to write a text generic enough to describe any contemporary art exhibition devoid of context and location. The resulting texts aim to challenge often unquestioned credibility asserted through a disguise of complex language. Visitors are encouraged to speculate and assess which texts in the exhibition belong to legitimate arts organisations and which have been ironically written for the purposes of the exhibition.





\*entrance





\*main room





Nicolaus Party  
Grain  
15 November  
-21 December 2019

Kader Attia

GALERIST

LIVON GALLERY

x-ist

MANO STRAUSS  
NEW YORK

Mano Strauss  
Last July  
8 June  
-10 July 2019

THE PILL

David Zornes

David Zornes

MANO STRAUSS  
NEW YORK

MANO STRAUSS  
NEW YORK

MANO STRAUSS  
NEW YORK

MANO STRAUSS  
NEW YORK

MANO STRAUSS  
NEW YORK

MANO STRAUSS  
NEW YORK

MANO STRAUSS  
NEW YORK

MANO STRAUSS  
NEW YORK

MANO STRAUSS  
NEW YORK

EVA NIELSEN  
LES FONDOS DE L'ŒIL

ELIZABETH

Jonathan Horowitz  
Leftover from Distraction  
8 March  
-11 April 2019

VON BARTHA VON BARTHA

ELIZABETH

Katerina

REYNOLDS WELLS

\*detail from main room





\*main room





\*detail from main room









\*entrance



## VERSUS ART PROJECT

CEM A.  
Pleased to announce...  
15.09 – 23.10.2022

**Versus Art Project** announces the opening of the first solo exhibition **"Pleased to announce..."** by **effense, magazine artist Cem A.** in Istanbul, Turkey. The exhibition presents a critique of standardized language utilized by art institutions to write academically sound yet tightly-encompassable exhibition texts.

In the framework of **"Pleased to announce..."**, **Cem A.** invites the visitor to question the nature of the language utilized by art institutions to describe exhibitions and artworks to the public in supposedly-inclusive, informative and accessible ways. A selection of text and photos exhibition texts and memes created by the artist will be exhibited in the traditional white cube gallery space, giving the latter a subtle double function of an archival reading room.

To present a collective critique of standardized institutional-grade language, the artist has invited working people in the arts specialized in curation, PR and communications to start an exhibition text of their own under a unified prompt: to write a text generic enough to describe any contemporary art exhibition device of context and location. The resulting texts aim to challenge often unquestioned credibility asserted through a display of complex language. Visitors are encouraged to speculate and assess which texts in the exhibition belong to legitimate arts organizations and which have been jokingly-written for the purposes of the exhibition.

The exhibition is proud to showcase a safe space for uninhibited thought, through the radical detachment of preconceived strains of knowledge and non-consensual remnants past. Postmodern themes of mortals and physical life, exploring as main concerns the progression of material and physical life, implore us to safeguard existing art progressions as ethical remnants of vendictive subjective manifestation. Following the steps taken by historical radicals and triumphant luminaries, the artists touch to devote their careers towards the active contention of imperfect perfection in attempts to redefine future socio-political and environmental archives.

\*Please ignore this paragraph.

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## VERSUS ART PROJECT

CEM A.  
Pleased to announce...  
(...Sunnaktan gurur duyur)  
15.09 – 23.10.2022

**Versus Art Project** yeni sezona, **Cem A.**nın 15 Eylül-23 Ekim tarihleri arasında Türkiye'de gerçekleştirilecek olan ilk sergisi **"Pleased to announce..."** (...Sunnaktan gurur duyur) ile başlıyor. Sanat meme'leri yayınladığı **@effense, magazine** adlı Instagram hesabıyla tanınan **Cem A.**, **"Pleased to announce..."** sergisinde, günümüzün tek tipleşen sergi metinlerini konu ediyor. Metinlerin benzerliğinden yola çıkarak sanatçı, acaba her sergiye ve sanat eserine uyacak bir jenerik sergi metni yazılabilir mi sorusundan yola çıkıyor. Dünyanın farklı köşelerinden topladığı metinleri ve meme'lerini bir araya getirip sergide farklı coğrafyalardan kurattı; eleştirmen ve meme'lerini bir arada kullanarak serginin parçası olmaya davet ediyor.

**"Pleased to announce..."** sergisi çerçevesinde jenerik sergi metinleri ve basın bilgilirlerine odaklanan sanatçı, bu metinlerin benzerliği ve tekrara düşmeleri sanatçıların bir arada kullanılması üzerine eleştirel bir bakış sunuyor. Sanatçı perçek ve kurgu sergi metinleri ve konu ile alakalı meme'leri bir araya getirerek galeriyi bir okuma odasına dönüştürüyor. Sergi metinlerini kasten veya kazara anlattıkları zor bir şekilde yazılması açıyor. Bütün geçen metinlerin kasten veya kazara anlattıkları zor bir şekilde yazılması anlamına gelen **"International Art English"** ve **"artpeak"** terimleri serginin iham noktasını oluşturuyor.

Kavramsal çerçeveyi kültürlerarası birikim ve siyasi konjonktür çerçevesinde temellendiren sanatçının son üretimlerinde adeta bir perçemleme gibi okuyoruz. Diyalektik bir yaklaşımı benimseseydi sanatçının mübaleğesi, üretimi kurgusuz bir gelecek öngörüsü niteliği taşıyor. Form ve biçiminde konseptte bakış açısını harmanlıyor, sosyalizmi ve çok katmanlı bir bağlam yaratıyor. Fiyatlandırma sürdürülebilir malzemeler kullanmaya özen gösteren sanatçı, kurguladığı kombinasyonlarda patlamadan beklentisini ifade ediyor. Akademiçinin içinde metacritic ölçüler entegre ettiği eserleri algılamaya dair mebdüi görsel nehirleri noktalarıyla izleyicinin varoluşsal bir dünya ile kargı kargıya bırakıyor.

\*Bu paragrafı görmeyen peşeberriz.

\*detail from entrance





\*2nd room view from entrance

# VERSUS ART PROJECT

**Cem A.**

*Tablet with Exhibition Texts, 2022*

Edition of 20 + 1 AP

UV print on plexiglass (25x18x3 cm)

Laser print on paper (42x120 cm)

\*Every time the QR code is scanned, it directs the user to a different meme published on @freeze\_magazine. The pool of memes available via the QR code will continue to be updated.







\*main room





\*main room





\*main room



# VERSUS ART PROJECT

**Cem A.**

*Pleased to announce..., 2022*

Site-specific installation with genuine  
exhibition texts, unique generic  
exhibition texts, UV print on plexiglass,  
plexiglass paper trays, curtains and paint

\*Each QR code directs the user to a unique  
meme on @freeze\_magazine







\*2nd room view from entrance





\*2nd room









**VERSUS** ART PROJECT