

## ARTIST TALK

### SETH PRICE IN CONVERSATION WITH RITA KERSTING

Saturday, 21.10.2017 | 7.00 p.m. | Museum Brandhorst

To mark the opening of the Seth Price – Social Synthetic exhibition, the Museum Brandhorst is hosting a talk between the artist and Rita Kersting.

Since his artistic beginnings, Price has programmatically explored creative terrain outside the visual arts. He takes up production and marketing forms from the music industry, the fashion world, and literary publishing, using their dynamics for his own art. In so doing, he explores the fundamental changes happening right now to visual culture in the wake of digital media's ongoing pervasiveness in all areas of life.

In this discussion with Rita Kersting, Seth Price will be giving insights into his artistic development and the concept behind the structure of his exhibition, which is laid out like a retrospective, starting with the early videos, via the series of works comprising 'Vacuum Forms', 'Mylar Sculptures', 'Silhouettes', and 'Folklore U.S.' through to his most recent light boxes. These feature thousands of photos of human skin taken by Price with the aid of computer-controlled robot cameras, which he then assembles using satellite software into a single image.

Rita Kersting is deputy director of the Ludwig Museum in Cologne. Previously she was curator for contemporary art at the Israel Museum Jerusalem from 2012 to 2016, and worked as director of the Kunstverein für die Rheinlande und Westfalen between 2001 and 2006.

Towards the end of the talk, the discussion will be opened up to questions from the audience. The event will take place in English. Entrance is free of charge.

For safety reasons there are restrictions to the number of visitors allowed in the Museum at any one time. We apologize for any delays that may ensue as a result.

The exhibition is supported by  
PIN. Freunde der Pinakothek der Moderne e. V. (with private support)

Media partner: **arte**

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