

**ON / OFF**

Projekt- und Ausstellungsraum  
Lagerplatz 21  
8400 Winterthur  
[www.onoff-winterthur.ch](http://www.onoff-winterthur.ch)

curated by Anne-Laure Franchette

# NICOLA GENOVESE

20. Mai bis 4. Juni 2016

4°

Once upon a time, beforehand, I don't know when #1  
2016  
fabric, concrete and resin  
110 x 60 x 30 cm







**Nicola Genovese (\*1971) in Venice, lives and works in Zurich**

For this 4th edition of ON OFF, Nicola Genovese showcases relics of the power structures that once ran the site on which ON OFF is located. Creating a non-linear history where the digital would have appeared before the analog, Genovese introduces a fictional past in which the industrial site of Winterthur has become a video game.

Overloading the space with an extra layer of time, the artist highlights the longing for authenticity that defines our age. By questioning the modes through which the past is constructed, Genovese challenges the processes of commodification which market the natural and the original as untarnished staples. Setting up an immersive experience for the audience to apprehend the space with new eyes, Genovese explores the connections between power, war and self-improvement. As the visitor enters the exhibition space, a tablet and headphones are handed over to her/him. A voice similar to a museum audio guide, guides the visitor through the fictional history of the room. A computer animated film plays on the screen, it showcases a looped archive of the video game's healing room. Just like an actor, Genovese reenacts in his performance the actions of the avatar preparing for the fight. But who is the opponent? Drawing from rituals of everyday life, such as yoga or beauty routines, the artist suggests that the enemy today might as well be the decay in our bodies.

Working with constructed archive materials from the past, Genovese's installation and performance reinvents the space and highlights the transitions that have occurred on the industrial site of Winterthur, blurring the lines between reality, fiction, fighting and grooming.

Anne-Laure Franchette



**Ausbildung**

2016 MA Medien & Kunst, Vertiefung Bildende Kunst, ZhdK

**Ausstellungen (seit 2013)**

2015

- Art container project, Zürich (solo)
- The Lion sleeps tonight / 24hproject - curated by Anne Laure Franchette - Tart Gallery, Zürich (solo)
- Catch of the year - curator Andreas Marti - Dienstgebäude, Zürich
- In your dream I am a landscape - curators Daniele Pezzi and Linda Rigotti - Ateliersi, Bologna
- You may deny it but you carry it with you - CARS, Omegna
- L'esprit d'escalier - curator Alice Ginaldi - Dimora Artica, Milano

2014

- AIR Thalwil Residency project - Thalwil (CH)
- Catch of the year - curator Andreas Marti - Dienstgebäude, Zürich
- Biennale Giovani Artisti - curators Renato Barilli Paolo Granata Guido Bartorelli - Accademia Belle Arti, Bologna
- Blue shift- curator Gabriele Tosi - Locale Due, Bologna

2013

- Skins - exhibition text Elisa Tosoni - Station 21, Zürich, (solo)
- Tomorrow, maybe i will still be the same with Mark Pozlep - curator Daniele Capra A+A, Venice, (solo)
- L'eta' dell'utile - curator Francesco Urbano Ragazzi - chiesetta San Ludovico, Venice
- Videoart Yearbook - videoart national selection Chiostro Santa Cristina, Bologna
- Sandstorm #2 - curator Caterina Benvegnù Motel B, Brescia

**Atelieraufenthalte (seit 2013)**

2014

AIR Thalwil, Zürich

2013

OG9 Rotation Atelier, Zürich

[www.nicolagenovese.org](http://www.nicolagenovese.org)

**Bild oben:**

Once upon a time, beforehand, I don't know when #2  
2016  
10 min. video loop for Ipad

**Bild unten:**

The lion sleeps tonight  
2015  
concrete, fabric, plaster, polystyren, cell phone, metal, wood, raw clay, spray paint and silicon on canvas

