

# balzer projects

November 1 to December 21, 2019

## **Fabio Luks: Fame After Death: The Prologue**

Opening: 31 October 2019, 18h to 20h

Finissage: 21. December, 16h to 18h

Fabio Luks on his new project:

"Based on the cliché that you often hear as an artist: "Probably you will only become famous after you are dead", the brand "Fame After Death" was developed. There is also a matching logo. Here, the ear plays an important role.

With the ear I make a reference to Van Gogh, to whom this myth of posthumous fame goes back. In the history of art, however, Van Gogh is one of the very few examples where an artistically largely "unsuccessful" life has led to world fame after death. Most artists who did not receive attention during their lifetime often fall completely into oblivion after their death. "Fame After Death" is therefore not a desirable concept for artists. By establishing this as a brand among other things, I intend exactly the opposite of what "Fame After Death" says, namely "Fame During Life". Marcel Broodthaers once took the "view" that "an artistic theory ultimately functions as advertising for the artistic product". "Fame After Death" is not really a theory, but rather a cliché that is undergoing an artistic transformation. Nevertheless, in this case the cliché also functions as advertising for the exhibited works.

But "Fame" cannot be the main motivation for making art either, for the obvious reason that only a tiny percentage of all artists become famous. At the same time, however, one cannot live on air and love for art alone, which is why most artists also do a bread-and-butter job, which is usually dissatisfying in the long haul. Being famous isn't everything, but being completely unknown doesn't help if you want to make a living from your art.

In spite of the seriousness of the subject matter, the artists' existences that have failed, the forgotten artists' estates and the barely existing wages for artists, this exhibition and the following parts of "Fame After Death" are primarily intended to celebrate the joy of art. Van Gogh meets us here with a wink of the eye and does not want to stop us from making art, but rather he communicates to us: I love Fame After Death! For even if we artists remain unsuccessful throughout our lives, we still remain "on the bal" with love and vigour." Watch this space.....to be continued.....

Fabio Luks (\*1982, lives and works in Basel). He studied Fine Arts at the Institut Kunst in Basel and philosophy and Jewish studies at the University of Basel. Text and writing are at the centre of Luks' work. Texts become images and letters unfold their figurative potential. Topics such as communication, transience, space and the role of artists in society play an important role for him. In 2018 he won the competition for an intervention at the Kunsthau Grenchen. He has already participated in various solo and group exhibitions at home and abroad and published several artist books.

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