

FOR IMMEDIATE RELEASE

Joan Leandre

In the Name of Kernel ! The Magic Line

January 29 – March 13, 2010

Gentili Apri, Schöneberger Ufer 69

10785 Berlin

Opening reception: January 28, 2010, 6-9 PM.

“These words have been written with the aim of making impossible the understanding of the absolute nonsense beauty of the Magic Line; it is all about that point of no return, when, for instance, in high altitude, in the sacred mountain, you cross far beyond safety and enter the unknown (the unknown, the true adventure of knowledge, the discovery of beauty even inside common lands). At this point as far as I know and by my own experience, the only thing I can tell you is that this is absolutely not about looking underground for aliens or about doing experiments with rotten potatoes in zero gravity, not even about code or software, it is not about art or the world of tomorrow or yesterday... I will honestly try to explain as precisely as I can the facts around this particular phenomenon using this weird language of yours... (slow motion frames on high speed devices) ... so excuse my awful writing, I’m not a native speaker. Excuse as well the amount of insults and impolite considerations below but I always prefer sincerity rather than pyrotechnics, perhaps that’s why I also like to go with my backpack to be alone up there in the cold icy winter of the Pyrenees— better than looking at your ugly, bureaucratic faces. ‘Cause some of you are just so boring.”

Gentili Apri is extremely pleased to open the new space in Berlin by premiering In the Name of Kernel ! The Magic Line, an exhibition of HD video, digital print and text by Barcelona-based artist Joan Leandre.

As the second gallery exhibition in the artist’s extensive history, In the Name of Kernel ! The Magic Line is the third installment of the In the Name of Kernel series, introducing Leandre’s critical practice of media interpretation and reverse engineering to a new audience. The first two films of the series toured internationally to venues such as Sonar Festival, Barcelona, 2008; 3rd Moscow Biennial, Moscow, 2009; and Centre George Pompidou, Paris, 2009.

Joan Leandre– “...media interpreter and member of the OVNI Archives since 1994. From 1994 to 1996 I worked on a series of media interruptions called MAP (Mega Assemble Project), Fundación Zero and Serial Monuments. From 1995-1997 I was involved in the Oigo Rom project, and later in 1998 in Brooklyn I was involved with the President Archives. In 1999, I began working again with mass entertainment software and started the projects retroyou (RC) and retroyou (nostalg), and continue to work on the series retroyou nostalg2 and the Black Boot Project. Other collective projects include Velvet Strike and the Archivos Babilonia.”

RETROYOU.ORG

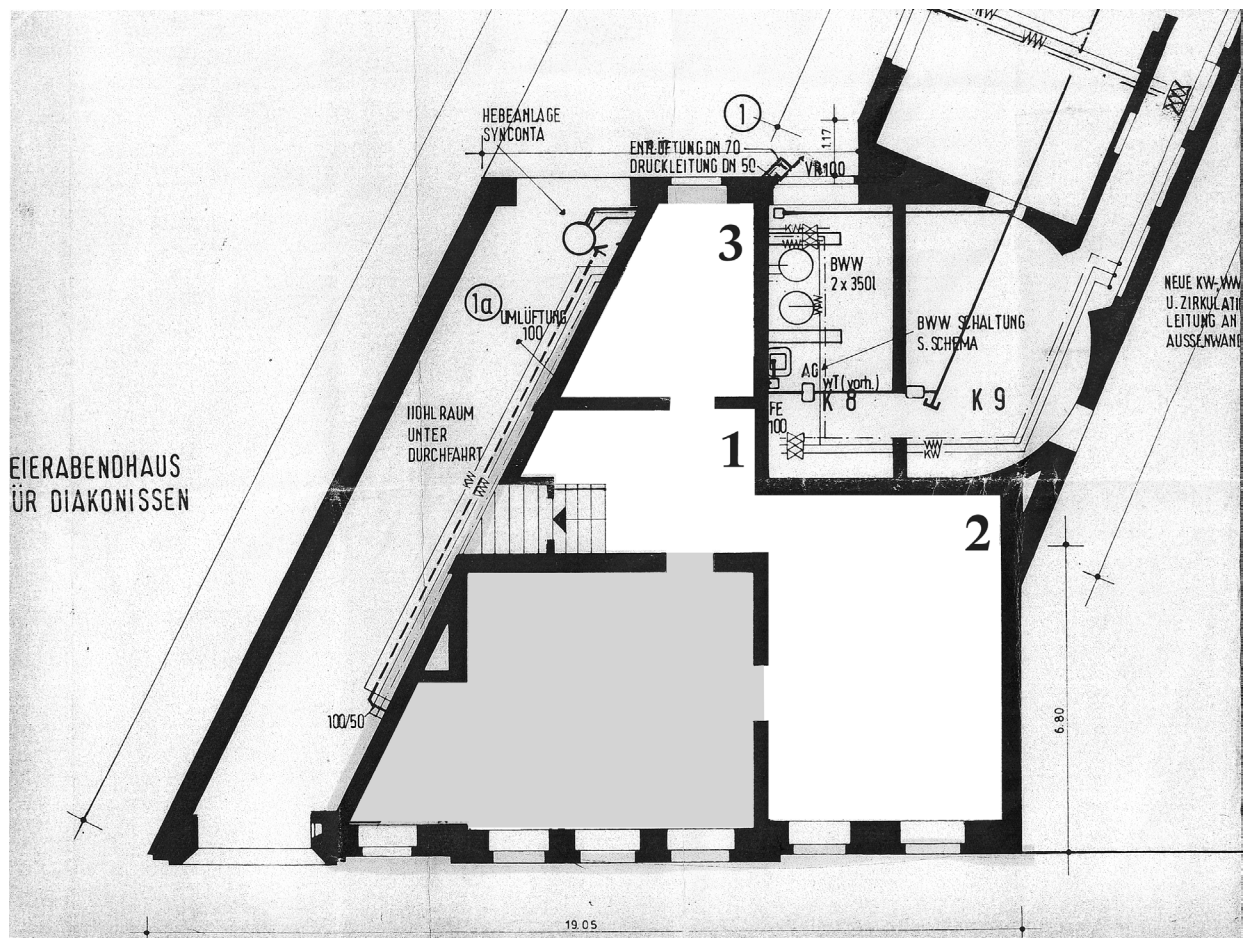
DDTPV-TXMX7-BBGJ9-WGY8K-B9GHM.ORG

Gallery Hours: Wednesday through Saturday; 12 PM - 6 PM, and by appointment.

Gentili Apri

T: +49 (0)30 26 39 80 79 • F: +49 (0)30 13 39 49 62

info@gentiliapri.com • <http://gentiliapri.com>



1. In the Name of Kernel ! The Magic Line / Wrocław, Poland, 2009 (publication; A2, edition of 250)

2. Magic Line (v0.0) : In the Name of Kernel ! / Wrocław, Poland, 2009 (HD video, edition unique; 23 minutes)

3. Magic Line : Baptistina Family Suspended Crowd : In the Name of Kernel ! / Wrocław, Poland, 2009 (c-print in plexiglass, edition of 5; 86cm x 94cm)