



Contemporary Artists' Eastern Horoscope Interpretation

19.12.2019 – 22.01.2020

There is superstition in avoiding superstition.

Francis Bacon



“May a lucky star shine upon you.” It is said that the Chinese wish each other good fortune in the coming year this way. The theme of the new GUM-Red-Line exhibition is quite lighthearted: it is about the Eastern Horoscope. For curator Elena Krylova it was a lucky chance and a challenge at the same time, as well as a test for the participating artists in their ability to be self-deprecating and to utilize their artistic language.

The exhibition curator **Elena Krylova** gathered a constellation of artists of her generation; she considers them to be both the present and the future of Russian contemporary art: **Lyudmila Baronina, Katya Belyavskaya, Alina Glazoun, Ivan Gorshkov, Ksenia Dranysh, EliKuka Art Group, Yulia Kartoshkina, Olga Kroytor, Roman Manikhin, Viktoria Marchenkova, Rostan Tavasiev, Ivan Tuzov, Sasha Frolova, Nika Chernyaeva, Valery Chtak**. Some of them can still be considered “young” (according to the current classification, an artist under the age of 35 is referred to as a young artist), some of them have reached the midpoint of their careers. They are all united by the fact that they are confidently winning over the world. One of the most eloquent artists of our time, **Pakhom**, a true master and sage, was asked to compile the horoscope for 2020, Year of the Metal Rat.



During the past year, the whole world and, in particular, artists talked about global problems and the complicated solutions to them. As the holidays approach, we are entitled to a bit of rest and an opportunity to dream. An exhibition about the horoscope offers us a perfect chance to consider the present from a new viewpoint and to marvel at our future with optimism.

About the Gallery:

GUM-Red-Line Gallery occupies a space of 280 SM in the front of GUM. Its windows exit onto the Red Square. Besides the spectacular architecture of Alexander Pomerantsev, these halls bear an extraordinary historical heritage – this is the actual location of the Henry Brocard Gallery that was opened right here in 1893. The exhibitions hosted by Brocard, a notable Moscow perfume magnate and collector, were presented here for almost ten years and turned GUM – at the time known as the Upper Trading Rows – from a prestigious shopping center into one of the most popular leisure venues for Muscovites. The concerts and artistic soirées that were held here became quite popular and gave a boost to the prestige of the shopping center. Contemporary art found its place in the Soviet GUM as well – Vladimir Mayakovsky and Alexander Rodchenko managed the department store’s advertisement campaigns at the beginning of the 1920s.



While maintaining the legacy of the past, GUM-Red-Line Gallery is seen as the starting point for the cultivation of a new cultural space, where GUM customers can get an insight into contemporary art.

GUM is not only the department store No. 1 for Muscovites, but it is also an essential landmark for visiting tourists: GUM annually receives more than 30 million people. It is an architectural monument and at the same time a comfortable space, an art gallery, and an event venue.

The Gallery, located on the Third Floor, First Line, is open every day, from 10 till 22.

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