

The Common Goal Philosophy Project Press Release

September 6-8, 2019.
Gostiny Dvor, Moscow.



GUM-Red-Line presents The Common Goal Philosophy project as part of the 7th Cosmospow International Contemporary Art Fair that will be held at Gostiny Dvor on September 6-8, 2019. The project, initiated by artist Gosha Ostretsov, unites more than 20 famous Russian contemporary artists:

Olga Bozhko

Ksenia Dranish

Vladimir Dubossarsky

Oleg Yeliseyev
and Evgeny Kukoverov
(EliKuka group)

Konstantin Zvezdochetov

Alisa Yoffe

Liudmila Konstantinova

Irina Korina

Oleg Kotelnikov

Olga Kroytor

Daria Krotova

Georgy Litichevsky

Misha Most

Gosha Ostretsov

Sergey Pakhomov (Pakhom)

Pavel Pepperstein

Aleksandr Petrelli

Tanya Pioniker

Inal Savchenkov

Natalia Struchkova

Nikolay Filatov

Valery Chtak

This collective endeavor will be a large-scale 4-day session (including previews) that will bring the finest representatives of Russian contemporary art together to one place. DJ sets will be a perfect bonus to the main program.

The project is themed around space. To understand the cosmos, one must first accept it as a unified environment that is inherently connected to humanity while discarding the impression of cosmos as terrifying “uncharted waters”. The project demonstrates the importance of gaining understanding about our Universe through philosophy and art. It is a creative experiment, a metaphor of the cosmic expanse as a space for exchanges and communication. The title of the project relates to the work of Russian philosopher Nikolai Fyodorov who saw man as a part of nature, and each individual person – a part of the cosmos.

Inspired by these notions, Gosha Ostretsov asks his colleagues to unite for “a common goal”, inviting them to symbolically represent the unified fabric as a piece created by a team of artists in a single public space. Each author, utilizing his or her personal stylistic means, will take part in the collaboration. This will create a web of creative exchanges, as well as a paradigm of universal connections. Intersections and intertextuality – that is the main artistic principle of the project. The theme also relates to the name of the fair – Cosmoscow.

Remaining in constant dialogue, the artists will paint on a 140-meter canvas stretched on a 2-meter-high construction – a spiral made of two parts. This installation was envisioned by Gosha Ostretsov as a symbolic model of the Galaxy where stars form a spiral around the center. While working in the confines of this spiral, the artists will all be bound the same centrifugal force – the art which enables us to choose our own unique path. The installation is a metaphor of travels and a winding path. A spiral is the archetype of a space that is the birthplace of time. The paradoxical journey across the spiral is a movement with moments of arbitrary deceleration and a potential return to the beginning of the path.

During the first two days of Cosmoscow (the preview on September 5 and the first day open to the public – September 6), visitors will be able to follow the work of the artists in real-time on plasma screens on site and via the GUM-Red-Line site (all footage will be captured with a crane). On September 7-8, the final results of the project will be presented.

The Common Goal Philosophy Project brings together artists of different generations. This way each creator presents not only his or her art, but also demonstrates the wholesome body of the Russian contemporary art. The project will turn into a connection point where the individual becomes a part of the collective. It is similar to a living area where everybody involved – both the participants and the viewers – can feel themselves as a part of the whole, an element in the model of the Universe.

Upon the completion of the Cosmoscow fair, the painted 140-square meter canvas divided into conceptual fragments will be displayed at GUM-Red-Line on Red Square. Along with the display of group art elements, the Gallery will present individual artworks by the event participants. The works will be demonstrated on mobile stands as a symbolic Russian contemporary art archive fund.

The project will culminate with a charity auction in support of the Cosmoscow Foundation for Contemporary Art. The auction will take place on September 24, 2019.

About Cosmoscow:

Cosmoscow, the International Fair of Contemporary Art, is dedicated to bringing together Russian and international art collectors, gallerists, and artists. The Fair was founded by art historian, patron of young Russian artists, art collector Margarita Pushkina in 2010. Since 2014, the Fair is held in early September. This is a must-visit event for art lovers from around the world.

Concept Author – Gosha Ostretsov

Participants:

Olga Bozhko	Liudmila Konstantinova	Sergey Pakhomov (Pakhom)
Ksenia Dranish	Irina Korina	Pavel Pepperstein
Vladimir Dubossarsky	Oleg Kotelnikov	Aleksandr Petrelli
Oleg Yeliseyev and Evgeny Kukoverov (EliKuka group)	Olga Kroytor	Tanya Pioniker
Konstantin Zvezdochetov	Daria Krotova	Inal Savchenkov
Alisa Yoffe	Georgy Litichevsky	Natalia Struchkova
	Misha Most	Nikolay Filatov
	Gosha Ostretsov	Valery Chtak

GUM-Red-Line Project Director – Igor Kazakov

Text – Elizaveta Shagina

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.

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.

Additional Information:

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