

The Common Goal Philosophy. Glossary

September 6-8, 2019.



The new exhibition at the GUM-Red-Line Gallery is a part of the collective project entitled The Common Goal Philosophy. It is a large-scale art performance in two acts: creation of a collective artwork by 20 Russian contemporary artists at the Cosmospow 2019 Fare at Gostiny Dvor, and an exhibition of the participants of this event at the Gallery. The exhibition represents a symbolic archive fund: the artworks of the most aspiring representatives of the Russian contemporary art scene is the material, the documents are a certain time period, a fragment of the comprehensive image of the art

of the beginning of the 21st century. The Gallery visitors will find themselves at a treasury for artefacts from the current historic period and become witnesses of the process of classifying the “here and now” moment. The mobile stands allow to modify the set of the exhibition at any time. Upon the completion of Cosmospow, a 140-square meter canvas painted by the artists during the project will be transferred to the Gallery. Consequently, the artworks will be displayed in a progression that might involve the exhibition visitors who can change the position of the mobile stands according to their liking. By changing the exhibition format, the Gallery will become a space of direct interaction with artworks.

The Common Goal Philosophy Project was conceived by its author, Gosha Ostretsov, as an artistic and philosophical experiment. Based on the ideas of the founders of the Russian cosmism, it is a tribute to the interconnection of the elements of the Universe. While the collaboration at Cosmospow symbolizes cosmic interaction of the artists’ work, the display of their personal paintings at the Gallery shows some random examples of the “ecological” environment of the Russian contemporary art. It is not a subjective selection of outstanding authors, but more of an example of a living area, a demo of the art scene climate that allows for artists of different generations to get involved in a dialogue, while their art coexists in a single cultural environment.

The project is intimately connected with the linguistic system. Its operational part, collaborative creation work is a vibrant communicative art language.

The exhibition at the Gallery is a glossary, a list of main terms, authors’ signs, that facilitate creative interaction. The mobility of the exhibition helps the visitors to learn this language. Thus, the artworks presented at the Gallery will add up to an interactive vocabulary, while the alternative of changing their order allows us to compile a new “text” of the exhibition.

The mobile stands at the exhibition are made in the shape of grids that look like museum collection depositary cells. On one hand, the preservation of an artwork adds significance to such an item, on the other hand, it represents a certain isolation of this item from its authentic environment. A collective artwork created during an event divided into parts and included in a Gallery exhibition becomes a relic upon the completion of a creative process. The new conText will also involve works taken from the workshops of the artists. The exhibition is a symbolic time capsule that shows preserved elements from a single milieu. It is a visual metaphor of a cosmic fragment under examination. The artists demonstrate universal paradigms through their work. Each of them takes personal responsibility for the joint effort as a part of the cosmic interaction system.

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 Daria Krotova Georgy Litichevsky	Tanya Pioniker Inal Savchenkov Natalia Struchkova
Konstantin Zvezdochetov	Misha Most	Nikolay Filatov
Alisa Yoffe	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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