

13th – 24th November 2021

CHERRY BLOSSOM IN NOVEMBER!

SUSANNE HOFER *AND ALSO THE TREES, 2021*

INTRODUCTION

The Zurich-based nomadic video art platform VIDEO WINDOW will be making a guest appearance in ECK – Raum für Kunst in Aarau, between 13th and 24th November 2021, where it will present the space-specific and poetical three-channel video work *AND ALSO THE TREES* by the Zurich artist Susanne Hofer, which will be projected each evening.

Susanne Hofer reacts to the location and the space of the former butcher's, which was attached to Restaurant Speck and operated between 1944 and 2018, with a brightly glowing video installation. Every evening, she back-projects moving images of beguilingly beautiful cherry trees in full blossom under a blue sky onto the windows of the space. Thanks to the superimposition of the three layers of images, the result is a complex luminous body that intrinsically appears full of life and poetry. The images radiate out into the surrounding streets, anti-cyclically spreading the blissful mood of early summer in mid-November – a mood that is only threatened by the posts that mark out the building site, wagging fingers of warning that only become perceptible at second glance.

The artist successfully underlines this contrast with the dark, damp and cold November days by elegantly illuminating the space and attracting the attention of passers-by. The deep ambivalence of the work, in dialogue with the location, leads the audience into the wide reaches of their own associative imaginations, causing their emotions to resonate. The white and pink delicacy of the cherry blossom in the wind conveys longing and memories vis-à-vis moments of happiness, future or past. The visualisations of buildings, which trace the contours of a planned office complex between the treetops, draw painful attention to the transitory nature of happiness. They give notice of the destruction of the trees and place the work in the art historical tradition of *memento mori* and its investigation of beauty, impermanence and death.

AND ALSO THE TREES embodies the oeuvre that the artist has been creating over many years. Her position, interests and ductus are characterised by a careful and precise observation, representation and disassociation of everyday phenomena. Hofer skilfully tests the limits of video as a medium. She recounts occurrences in nature and in urban contexts as well as unexpected encounters between both spheres, using strong images that are often reduced to a single shot and tinged with laconic irony. The artist shares with the public the pleasure, with which she perceives the world as it is, and focusses her attention on supposedly unprepossessing aspects and on their significance for the wider context.

The decorative Japanese cherry trees in the video are located close to Hofer's studio in Zurich. The switch to Aarau raises situational and spatial questions about the ECK, about transformation and temporality. And, in the light of the history of the space, the relationship between the installation and the location becomes even more intense.

Cherry trees blossom for ten days – the period for which *AND ALSO THE TREES* should be on show.

Bruno Z'Graggen, Curator, VIDEO WINDOW