PALA FRUITS - Machinery of Truth
Laboratory for extreme perceptions & eccentric installations

Apparatus Machinery Equipment Spectra New Order
Mirage Ghosts Truth Reality Senses Passion

When
4th July - 10th of July- Greenhouse Berlin, Plateau Gallery
(daily 10 am - 9 pm)

What
7 DAY PLATFORM FOR COLLABORATING ARTISTS TO ANALYSE AND CREATE SITE-SPECIFIC INSTALLATIONS INVESTIGATING THE HIERARCHY OF OUR PERCEPTION. A SYMPOSIUM FOR EXPERIMENTAL INTERMEDIA ARTWORKS PRESENTING NEW ORDER SENSATION AND DIALOGUES WITH THE VIEWER. AN OPEN LABORATORY FOR EXCHANGE, DEVELOPMENT AND ARTISTIC ACTION - THE PROCESS AS EXHIBITION.

Theme
“I used to consider the world detached from me, more as a sum of things or process linked by causalities. I finally discover it ‘inside me’ as permanent horizon of my all cogitationes and as a dimension from where I can’t stop to place myself”.
Merleau-Ponty, Maurice. Trans: Margot Chabonnier. Phenomenology of Perception

Human senses and their individual perception of happenings in several systems and environments are many times confused. The hierarchy of how we consume impressions depends on our state of ambivalence. Times, where different kind of power systems are having an increasing impact, whilst they are hiding in invisibility.

Pala is the name of the island in ALDOUS HUXLEY utopie „Island“. On Pala “the goal of the perfect stimulant drug is total awareness of events and objects in the present… there is no escape from the real world“ (157-158). Pala “illustrates what could be done in a community if it were built on the premise of ‘goodness politics’ instead of power politics” (159). The island society of Pala insists upon the rights of the individual for self-discovery, self-awareness, and self-satisfaction …the key to happiness…is the here and now – not a vague promise of future happiness engendered by a trust in progress”. (149) Huxley, Aldous. Island

Project
It will be organised as a week-long laboratory involving 8 - 10 projects realised by international and local artists. Each artwork is supposed to be realised during the week by a collaboration between 2-3 artists. This open for public symposium is supposed to present the process as part of the artwork. Therefore, it will not have the form of a formal vernissage, more so as a huge studio visit. The visitor is supposed to experience the process of the project and get engaged with the artworks and their vision. All participants have to provide their own equipment and material. As well the creation of the whole project is based on the effort of everybody building a temporary collective for the time of the project.

Application
The proposal (which does not have to be a finished art work, we are interested in the process and transformation potential of each project) of the media installation should include: Concept, process of the project, dimensions, used equipment.
/// LARGE SCALE INSTALLATIONS ARE WELCOME!
Included in the application: Information and website of the involved artists and other possible content and “treats” for the program and community.

If you are interested in joining the project, please send your proposal until the 20th of May to cu@zonadynamic.com. Thanks! We will get back to you by end of May.
**Zona Dynamic**

ZONA DYNAMIC is a project initiative, that was founded 2012 in Berlin. We initiate collaborative artistic operations and new ways of cooperative art production with local and international artists, as well as experiments and interventions in the public space. This is a background for research in different cultural contexts, to provoke interaction and intercultural exchange. We dynamically intervene in temporary spaces, as tool to inspire generative processes, as well as produce conceptual and context-reflective artworks.

**ZONA DYNAMIC**

Artistic Operations

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**Location**

PLATEAU is a pop-up gallery & event location operating as a not-for-profit initiative. The gallery is run by Artists for Artists. The Team offers to host, curate and produce multi-disciplinary events and artistic projects. The Gallery is located on the 7th & 8th Floor of the Greenhouse Berlin Studio Project.

http://plateaugallery.tumblr.com

The Greenhouse, characterized by its green exterior and a large circular tower, is a multicultural and multi-disciplinary environment, with more than 100 artists' studios, dedicated to different forms of arts, design and multimedia. The 7th and 8th floor of the Greenhouse offers three open spaces with a total of over 1000 sqm, hosting various curatorial projects, concerts, conferences, performances, presentations and workshops. The 8 storey building is located in the south of Berlin, on the A100 (Gradestraße), near the former Tempelhof Airport. It’s also easily accessible via public transport (Bus M46 from Zoologischer Garten, Bus 277 from S-Bahn/U8 Hermannstraße, Bus 170 from U9 Rathaus Steglitz/U6 Ullsteinstraße). Schönefeld Airport can be reached in 15 minutes by car.

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