

***The John Institute* is pleased to announce the formation exhibition:**

ROLE MODEL

3rd to March 23rd

Opening March 3rd, 2007, 7PM

David Blandy (UK), Dani Gal (IL), Simone Gilges (DE), Nicolas Guagnini & Jeff Preiss (US), Pascal Häusermann (CH), Walter Pfeiffer (CH), Julika Rudelius (US), Ed Young (ZA), Silvie Zürcher (CH)

The founding of *The John Institute*

Even though male positions and it's display is represented dominantly, the debate on male role models and stereotypes is rare in contemporary art, apart from very few exceptions. Fundamentally, a broader discussion is missing on what possibilities of male role models may include. This stands in opposition to female role models in contemporary art, which lately have been the issue of numerous exhibitions, be it under the aspect of feminism for example. Through exhibitions and events *The John Institute* wishes to enhance the debate of male role models and a contemporary definition of masculinity.

The work of *The John Institute*

The Institute has chosen three focuses in it's work on the issue of masculinity, which are all presented in exhibition form. In the initial and formation exhibition *Role Model*, the focus is on lifestyles formed through fixed role models by society or idols. The second exhibition has picked theatrical presentation and performance of male characters as a central theme. This exhibition will take place in fall 2007. In the third show the aspect of masculinity in everyday life and it's documentation are being taken as the focal point, it is planned for 2008.

Alongside the exhibitions, *The John Institute* is organising a series of events called *One Night Stand*. Artists are invited to introduce and discuss their work, to perform and show video work according to the theme.

The John Institute is located at PERLA MODE, a collectively-run arts centre in the heart of Zurich, Switzerland, the curatorial team consists of Jean-Claude Freymond-Guth, Michael Hiltbrunner and Burkhard Meltzer.

The exhibition *Role Model*

This formation exhibition includes artistic positions of men and women that deal with male role models and idols. These are being portrayed, sometimes assured, partly questioned, deconstructed and changed. This variety of role models includes "macho" stereotypes like the "rapper", the "superhero", the "success-driven businessman", the "manly man" or the "nerd". Others seem more neutrally connoted like the "softie", the "feminine man" or the idea of the "man giving birth" and the linked postulation of the decomposition of the natural superiority of men over women.

The exhibition takes place from March 3rd to March 23rd in various spaces of PERLA MODE, Langstrasse 84/ Brauerstrasse 37, 8004 Zurich. The *One Night Stand* Series will be initiated parallel to the show.

The John Institute is being supported by: the Rachel de Rothschild Foundation, Tel Aviv, videocompany.ch, the department of New Media at the University of Art and Design, Zurich (HGK Z), Pro Helvetia Cape Town and www.flag.vv

Kind regards,

Burkhard Meltzer, Michael Hiltbrunner & Jean-Claude Freymond-Guth
The John Institute

For more information on *The John Institute* and the current show please contact Jean-Claude Freymond-Guth: office@freymondguth.com+41- (0)76 320 9289. Please also check the site www.freymondguth.com for regular infos and views.

If you wish to not receive our e-mails in the Future, please write to: office@freymondguth.com with the Reference “bon voyage”. Thank you!