

Etienne Boulanger
THE SINGLE ROOM HOTEL
2007 November 18th - 2008 March 31th



Skulpturenpark_Berlin Zentrum / KUNSTrePUBLIK e.v.

www.etienneboulanger.com/singleroomhotel

DESCRIPTION

Le single room hotel est un espace autonome de 22 m² situé sur un large terrain vague en plein centre ville de Berlin. Ce module habitable, doté de l'électricité et de l'eau courante, est équipé selon le standard d'une chambre d'hôtel 2 étoiles. Furtif dans l'environnement urbain, la spécificité de cet hôtel réside dans son processus d'élaboration et de production. L'affichage publicitaire, élément moteur de l'intervention, permet à l'artiste d'élaborer des stratégies de camouflage appliquées à l'habitat, tout en développant un potentiel économique nécessaire à l'aboutissement du projet. Le visiteur, en louant et en occupant cette chambre pour une ou plusieurs nuits, active ainsi l'oeuvre tout en profitant pleinement des facilités de cet hôtel.

PROCESS

Dans la continuité du projet plug-in, réalisé à Berlin de 2001 à 2003, Etienne Boulanger développe un nouveau travail spécifique sur l'un des derniers espaces en friche de la ville. Située entre Mitte et Kreuzberg, l'intervention single room hotel met en avant des préoccupations liées à l'architecture, à la dissimulation en milieu urbain et révèle les mécanismes de production et d'exploitation des espaces temporairement marginalisés. Inspirés des stratégies d'annonces publicitaires, tant sur le World Wide Web que dans notre environnement urbain, les processus de spéculation visibles au travers de cette intervention sont le coeur même du projet. En louant les façades extérieures du single room hotel comme un emplacement publicitaire à but commercial, l'artiste place l'oeuvre dans le champs de l'économie et du réel. Ce dispositif de rémunération indirecte permet de générer suffisamment d'argent pour l'utilisation d'une parcelle du lot immobilier, ainsi que l'équipement total des 32 m² de la chambre d'hôtel. Une fois meublé et activé, le single room hotel est mis à la disposition du public uniquement par le biais d'un système de location de la chambre, sur réservation.

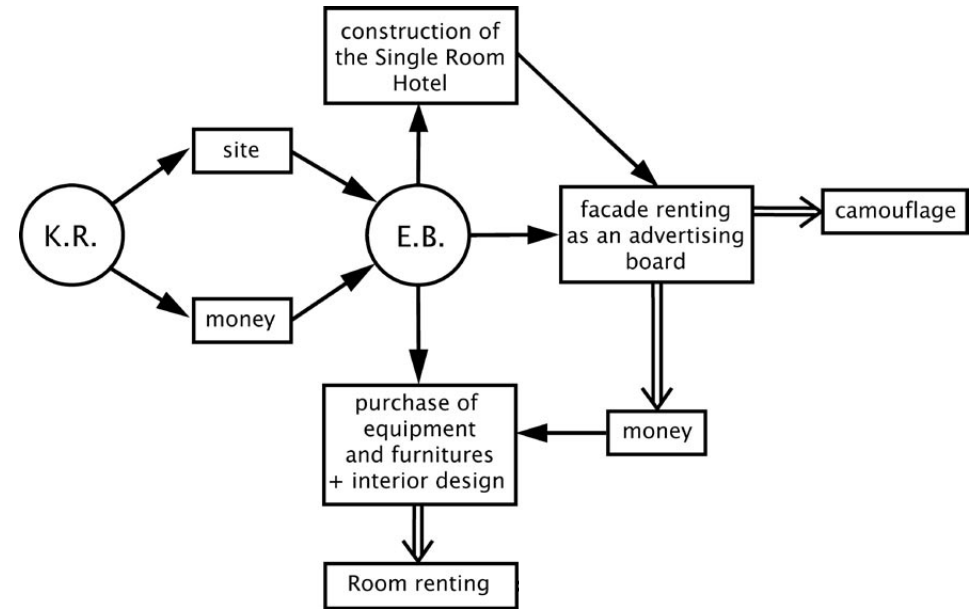


DESCRIPTION

The single room hotel is an independent space of 32 sq. m located on a large undefined area right in the city centre of Berlin. This habitable module, with electricity and running water, is set up according to the standards of a 2-star hotel room. Hidden in its urban setting, this hotel's specific nature is in its creation and production process. The publicity signage, the activating element of involvement, allows the artist to create camouflage strategies applied to the habitat, while developing the economic potential necessary for supporting the project. The visitor, by renting and occupying this room for one or more nights, activates the work while fully enjoying the facilities of this hotel.

PROCESS

In continuance of the plug-in project, carried out in Berlin from 2001 to 2003, Etienne Boulanger is developing a specific new work on one of the last unoccupied spaces of the city. Located between Mitte and Kreuzberg, the interactive exhibit single room hotel brings out concerns linked to architecture and inconspicuousness in an urban environment and reveals the mechanisms of production and development of temporarily marginalized spaces. Inspired by the strategies of publicity ads, both on the World Wide Web and in our urban environment, the speculation process visible in this intervention are at the heart of the project. By leasing the exterior façades of the single room hotel as a commercial publicity space, the artist places the work in the field of economic reality. This indirect means of compensation allows generation of enough income for use of the real estate parcel, along with full equipping of the 32 sq. m hotel room. Once it is furnished and active, the single room hotel is available to the public only on the basis of renting the room, by reservation.

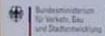




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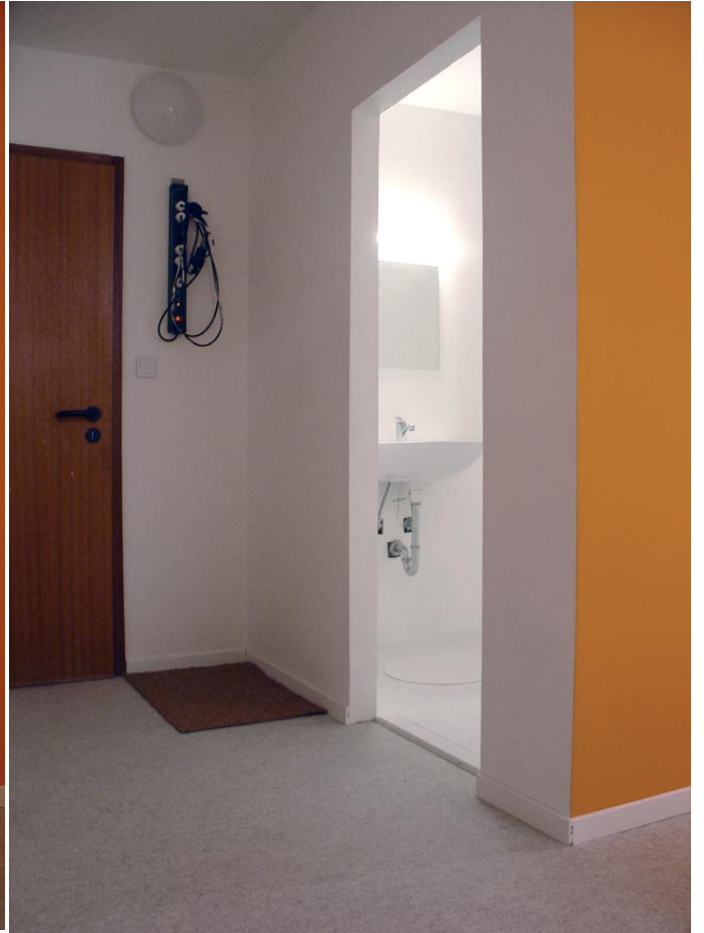


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KUNSTrePUBLIK e.V. / Skulpturenpark Berlin_Zentrum

Skulpturenpark Berlin_Zentrum is located on an urban wasteland which was formerly the "Mauerstreifen", the military zone within the Berlin Wall. It remains vacant to this day. With approximately 5 hectares of open lots, it offers a vast space and unique history to host various socio-cultural activities. The location of Skulpturenpark_berlin Zentrum is adjacent to the Federal Mint and not far from the Axel Springer Building. The Fischerinsel which marks the border of Mitte and Kreuzberg is just up the street. Presumably, it is in holding for speculative real estate. The land is divided into 62 lots which are owned by an assortment of private individuals and companies.

Rather than encouraging « plop art » or following the tradition of many open-air museums, Skulpturenpark Berlin_Zentrum is interested in sculpture as a process that has the potential to reveal and critique the social, historical, and structural contexts provided by the site. It is not interested in placing objects into an already cultivated urban or park landscape.

Artists are invited to create site-specific works which deal with the functional, social, geographic, historical, and political relationships of the area. The artists will produce works in the form of interventions, situations, and semiotic imprints among other forms. Their activities will contribute to a constantly shifting interpretation and vision of the undeveloped land. With each project, there is a hope for renewed discussions about the site's significance both in history and as a vital place in the present.

KUNSTrePUBLIK, e.V.

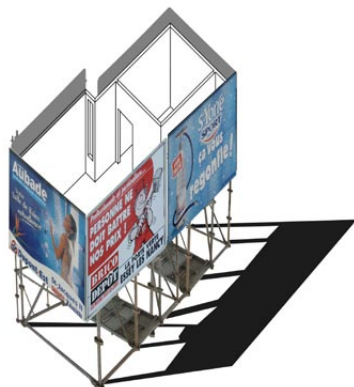
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Room Reservation on www.etienneboulanger.com/singleroomhotel
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