



Naschmarktsamples

interactive installation between the Naschmarkt
and the Academy of Fine Arts Vienna, 1999

Naschmarkt-Samples

an investigation concerning multiculturality and its representation

“Le sociologue peut apporter son aide à cette élaboration d’un humanisme global et concret. Car les grandes manifestations de la vie sociale ont ceci de commun avec l’œuvre d’art qu’elles naissent au niveau de la vie inconsciente, parce qu’elles sont collectives dans le premier cas, et bien qu’elles sont collectives dans le premier cas, et bien qu’elles soient individuelles dans le second; mais la différence reste secondaire, elle est même seulement apparente puisque les unes sont produites par le public et les autres pour le public et que ce public leur fournit à toutes deux leur dénominateur commun, et détermine les conditions de leur création.”

Claude Lévi-Strauss, Tristes tropiques, p. 138

Food culture as mirror of a society and different identities.

The Naschmarkt, a food market in Vienna, is a place of living multiculturality. Samples in the scientific meaning do neither glorify nor make a problem out of the subject but are open for the interpretation of the observer.

Recipes, written in their native language by people working at the Naschmarkt are confronted with food and objects, samples from the market, originating from all over the world. The food is cooked and eaten by the visitors of the opening, the recipes are remaining as art objects.

A market is a place for exchange. The collection of objects and their transfer to the exhibition space in the art academy is a one way action. To open the exchange into two directions post cards with recipes from staff and students of the academy are provided for free at the market during the exhibition.



