

# 33 Orchard

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## VERLAG FÜR MODERNE KUNST

Showroom  
Publications / Editions / Art

### SHOWROOM

May 11 – 29, 2016

Gallery hours: Wed - Sun // 12 pm - 6 pm.

Art by David Reed, Nin Brudermann, Daniel Domig, and Rainer Ganahl.  
Editions of Sofie Thorsen, John Skoog, Doug Aitken, Hanna Paivikki Konola, and Thomas Ruff by Collectors Agenda.

Verlag für moderne Kunst is pleased to present "SHOWROOM," a three week presentation of books and editions by the renowned Vienna-based publisher at 33 Orchard from May 11 – 29, 2016.

Verlag für moderne Kunst publishes books that narrow in on and expand the scope of discourses, manifestations, and prominent figures in contemporary art. The publisher works closely with artists, galleries, and museums to produce books that can stand alone as objects in their own right and whose contents and forms engage with issues of the contemporary landscape and broader society.



Central to Verlag für moderne Kunst's mission is crossing disciplinary and geographical borders. With an international network of contributors, topics range from architecture and design to film and literature. Following this idea, this exhibition is a temporary bookshop / showroom that serves to reimagine the walls of a gallery space as well as the viewer's relationship to the space and the objects within it.

Founded in 1974 in Germany, the Verlag has published its program from its new location in Vienna, Austria, since 2014. The Verlag's award-winning publications reflect its art book production experience, which spans more than forty years. It offers artists a place in its program at the beginning of their career, alongside historical artists. VfmK published Yoshimoto Nara's first catalogue, "Yoshitomo Nara: Lullaby Supermarket," in 2001, before he became internationally known. Other well-established names include Richard Artschwager, Mark Bradford, William S. Burroughs, Francesco Clemente, Jeremy Deller, Marcel Duchamp, General Idea, Rainer Ganahl, Robert Gober, Subodh Gupta, Keith Haring, Emily Jacir, Kiki Kogelnik, Robert Mangold, Gordon Matta-Clark, David Reed, Terry Winters, Lee Lozano, Ree Morton and Doug Aitken.



Alongside the selection of 120 publications presented, editions co-produced with Collectors Agenda ([www.collectorsagenda.com](http://www.collectorsagenda.com)) will be available. They include collaborations with Doug Aitken, Sofie Thorsen, Thomas Ruff, and John Skoog. "SHOWROOM," is conceived by Silvia Jaklitsch, VfmK's publisher, and Jane Kim, director of 33 Orchard. Gallery hours are

Wednesday to Sunday from 12:00-6:00 pm. For further inquiries, please visit [www.vfmk.org](http://www.vfmk.org), or contact Silvia Jaklitsch at [jaklitsch@vfmk.org](mailto:jaklitsch@vfmk.org) or Jane Kim at [office@33orchard.com](mailto:office@33orchard.com).

Images: David Reed: *The Mirror and the Pool*, exhibition catalogue, Museum Haus Lange in Krefeld, Germany, 2016.; Doug Aitken, exhibition catalogue, Schirn Kunsthalle, Frankfurt, Germany, 2015. Marcel Duchamp: *Pharmacie* (Kunsthalle Marcel Duchamp, Cully), 2014. *The Painter's Cabinet: Terry Winters Dialogue with Nature*, exhibition catalogue, Kunsthau Graz, Universalmuseum Joanneum, 2016.