

Seven museums united in deadly sin

Barbara Kruger, Jenny Holzer and other internationally renowned and iconic artists come together in a new and courageous collaboration by seven Danish art museums. The seven museums each present one of the seven deadly sins in a modern setting for The Deadly Sins, a unique and ambitious co-operative project.

Pride. Anger. Lust. Envy. Gluttony. Greed. Sloth. The classic list of sins still resonates, but are they still deadly? Or even sinful? Have they become acceptable - maybe even desirable? The seven deadly sins have challenged and engaged humanity since the Middle Ages. They are still very much present in the Western moral imagination, and still often debated in film, dance, literature and art. Now they are ripe for re-thinking.

Seven art museums in Denmark jointly present a ground-breaking, modern perspective on the Medieval deadly sins. Seven different exhibitions will each address one deadly sin, as interpreted by globally recognised artists including Barbara Kruger, Jenny Holzer, Christian Lemmerz and Rebecca Louise Law.

The Deadly Sins can be experienced from 4th February until 28th May 2017, and forms one of the biggest art projects for Aarhus 2017 European Capital of Culture.

I shop therefore I am

Barbara Kruger is famous for her interrogations of consumerism through monumental and pithy text installations that use declarative statements that directly address the audience (I SHOP THEREFORE I AM; WHEN I HEAR THE WORD CULTURE I GET OUT MY CHEQUE BOOK; PLENTY OUGHT TO BE ENOUGH!). For this project, she has prepared an installation at the Museum for Religious Art in Lemvig. Within Kruger's specially-prepared room, the audience becomes implicated in a barrage of words that question greed and acquisitiveness.

Visitors to all the exhibitions will have the opportunity to experience paintings, installation art, sculpture, music, scenography and social interventions, with the various creations utilizing a spectrum of different materials such as marble, concrete, fresh flowers and glass. Admission to the exhibitions includes a discount system so visitors can enjoy all the participating sites across the Central Denmark Region.

What is not good?

"It is more pressing now than ever to interrogate issues like greed, gluttony and anger," says Rebecca Matthews, Chief Executive Officer of Aarhus 2017. "The world needs to consider what is good and what is not. We are happy that Central Denmark Region's role in European Capital of Culture Aarhus 2017 will include this timely focus on ethical issues, communicated by internationally recognized artists."

"We are thrilled to have been able to assist on this unique cooperation between museums that bring to the country, among others, Barbara Kruger, one of the most significant and important artists of this and the last century," adds Juliana Engberg, Programme Director in European Capital of Culture Aarhus 2017. "Barbara's fierce and urgent messages are utterly necessary for us if we are to contemplate issues of sustainability and equality."

A major publication, including essays and observations on ancient and modern interpretations of sin, has been produced to accompany the exhibitions. Read the [publication online here](#).

For further information, please contact:

Lise Jeppesen, Museum Director, Randers Kunstmuseum, tel. 8642 2922, lj@randerskunstmuseum.dk

The seven exhibitions: From Lust to Wrath

LUST – Randers Kunstmuseum, Randers

Randers Kunstmuseum has invited legendary American artist Jenny Holzer and the widely recognized Danish-German artist Christian Lemmerz to rethink the deadly sin Desire or Fornication. Is desire a sin today, after the 'Free Love' movement of the 1970s? The exhibition seeks to present an understanding of desire as an uncontrolled sexual obsession, which can lead to infidelity, violence and bestial actions.

GLUTTONY – Museet for Religiøs Kunst, Lemvig

For the deadly sin of Gluttony, internationally renowned artist Barbara Kruger (USA) creates a total experience, an installation where the walls and floor in one of the museum's exhibition spaces are covered with words. Kruger rethinks Gluttony from a contemporary perspective, with the concept of consumerism a central theme, offering a critical look at how consumption and power create our cultural values, identity and stereotypes, whilst shaping the world we live in.

SLOTH – Glasmuseet Ebeltoft

With deep roots in the colourful Mexican culture and its motifs, the anti-minimalists Ainar and Jamex de la Torre present a both personal and global look at the deadly sin Laziness (or 'sloth', to use the traditional term). The exhibition looks at the clichés surrounding the stereotype of 'lazy Mexicans'. It highlights the paradox that while Mexicans in the southern USA take on hard manual labour in high temperatures, which no one else wants to do, they are still characterized as lazy.

GREED – Holstebro Kunstmuseum, Holstebro

Peter Linde Busk (DK), Steinar Haga Kristensen (NO) and Alexander Tovborg (DK) focus on the basic conditions of man's existence. In its reinterpretation of the concept Greed, the exhibition in Holstebro Kunst Museum stresses the interaction between art, public spaces and political-religious ideology.

PRIDE – Skovgaard Museet, Viborg

It is not only Christianity that considers pride a sin – Judaism and Islam also view pride as something negative, an expression of humanity's rebellion against god. Pride is considered as a misunderstanding of a person's place in relation to god. But how does that relationship function in the 21st century? At Skovgaard Museum, British artist Rebecca Louise Law addresses this question.

ENVY – Muse@um, Skive

Muse@um in Skive has invited the Danish video artist Katja Bjørn to rethink jealousy ('envy'). Bjørn has gained renown through her comprehensive video-installations and unique video sculptures, where the human body and relations between people are often frequent themes. In Skive she creates two video creations amongst urban spaces of the town, which will confront passers-by with this deadly sin, seeking to break into their everyday lives.

WRATH – Horsens Kunstmuseum, Horsens

At Horsens Kunstmuseum, Martin Erik Andersen (DK), René Schmidt (DK) and Vinyl Terror & Horror (DK) address anger through an immersive experience using sound, light and sculptural objects. Martin Erik Andersen's works combine many different elements in engaging ways, whilst René Schmidt works with 3D-print and concrete. Behind the name Vinyl Terror & Horror are Camilla Sørensen and Greta Christensen who create installations in which mechanical objects are constructed using a precise 'cut-up' technique.

THE SEVEN DEADLY SINS is a collaboration between seven Danish art museums and European Capital of Culture Aarhus 2017.

Exhibition period: 4th February to 28th May 2017

The seven deadly sins can be studied in more depth through a comprehensive, free magazine with in-depth text and articles about the seven different exhibitions. The exhibitions will be followed by a series of special events, which will invite the audience into dialogue and debate around the topic. This will be experienced through food, dance, lectures and even a guided tour to all seven exhibitions, along with overnight accommodation. Read the magazine **here**: <http://ipaper.ipapercms.dk/Aarhus2017EuropiskKulturhovedstad/de-syv-doedssynder/> or pick up a printed copy at the museums.

Opening events:

- Skovgaard Museet: 3rd February 3pm
- Muse@um (Reception in the SønderCentre) 3rd February 4.30pm
- Glasmuseet Ebeltoft: 3rd February 5pm
- Museet for Religiøs Kunst: 4th February 11am
- Randers Kunstmuseum: 4th February 1pm
- Holstebro Kunstmuseum: 4th February 3pm
- Horsens Kunstmuseum: 4th February 2pm

The press can meet:

- Christian Lemmerz will be in attendance at Randers Kunstmuseum from 30- 31st January - 4th February.
- Einar and Jamex de la Torre will be in attendance at Glasmuseet Ebeltoft from 27th January - 5th February.
- Peter Linde Busk will be in attendance at Holstebro Kunstmuseum from 31st January - 4th February.
- Alexander Tovborg will be in attendance at Holstebro Kunstmuseum from 1st February – 4th February.
- Steinar Haga Kristensen will be in attendance at Holstebro Kunstmuseum from 2nd February – 4th February.
- Rebecca Louise Law will be in attendance at Skovgaard Museet from 30th January- 3rd February.
- Katja Bjørn will be in attendance at Muse@um in Skive from 16th January – 3rd February. Contact museum curator Thilde Mønsted Kristensen for more information.
- Martin Erik Andersen will be in attendance at Horsens Kunstmuseum from 30th January- 4th February.
- René Schmidt will be in attendance at Horsens Kunstmuseum from 30th January- 4th February.

Vinyl Terror & Horror will be in attendance at Horsens Kunstmuseum from 30th January- 4th February

Please contact the museums for appointments with the artists.

The project is supported by:

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Augustinus Fonden

Reformationspuljen

Read more on THE SEVEN DEADLY SINS at:

www.aarhus2017.dk/da/de-syv-doedssynder - and on each museum's website.

High resolution photos can be downloaded at:

www.dropbox.com/sh/23w45ff5do4z82y/AABA3tUN7jUA_IlzOy4DN_zLa?dl=0

Photo1:

Barbara Kruger, Belief+Doubt, 2012, Hirshhorn Museum and Sculpture Garden.

© Barbara Kruger. Foto: Cathy Carver.

Note: No changes are allowed in this picture.

Each museum can be contacted at:

- **Glasmuseet Ebeltoft:** Dan Mølgaard, Museum director, Glasmuseet Ebeltoft: Dan Mølgaard, , t: 8634 1799, dan@glasmuseet.dk
- **Holstebro Kunstmuseum:** Anders Gaardboe Jensen, Museum Curator, t: 9742 4518, agj@holstebrokunstmuseum.dk
- **Horsens Kunstmuseum:** Julie Horne Møller, Museum Curator, t: 5338 2439, jhmo@horsens.dk
- **Museet for Religiøs Kunst:** Signe Kahr Sørensen, Museum director, t: 9781 0371, sks@mfrk.dk
- **MUSE@UM:** Tilde Mønsted Kristensen, Museum Curator, t: 9915 6916, timk@muserum.org
- **Randers Kunstmuseum:** Lise Jeppesen, Museum director, t: 8642 2922, lj@randerskunstmuseum.dk / Anne Sophie Lykke-Poulsen, Museum Curator, t: 8642 2922, as@randerskunstmuseum.dk
- **Skovgaard Museet:** Anne-Mette Villumsen, Museum director, t: 8662 3975, amv@skovgaardmuseet.dk

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