

**ALICIA FRAMIS**

**Where did the future go?**

**Exhibition: March 9 – April 21, 2012**

Spanish artist Alicia Framis pursues a social agenda in her work. Isolation, lack of communication, and the ambivalence over technological progress are themes of her multi-disciplinary work. Using contemporary forms of media she makes social injustices visible and draws the viewer's attention to sensitive issues of daily life. In the process, Framis often takes on the position of curator, inviting musicians, writers, designers, and architects to participate in her projects.

We are very pleased to be able to present Alicia Framis' new film *Where did the future go?* at Barbara Gross Galerie. This is the follow-up project to her comprehensive *MoonLife Project* which the artist has been working on since 2009.

Forty years after the first moon landing, Alicia Framis' piece for the Performa 09 at the New Museum and PS1 in New York City drew attention to the marginal role women have played in space travel to date. In her performance *Lost Astronaut* she wore an original space suit and carried out directions given to her by other artists in public spaces in New York. Subsequently, in 2010, Framis organized the *MoonAcademy* - a workshop in which architects, product and fashion designers developed everyday products for life on the moon. At the 8th Shanghai Art Biennial in 2010 she opened up the *MoonLife Concept Store* to present the products designed during the workshop.

For her film *Where did the future go?* Framis travelled to southern Utah in the United States in 2011. In the bizarre 'moon landscape' of this deserted region the Mars Society - a non-profit international organization - maintains a research station. There, research is done to find out if and under what conditions people might one day be able to settle the earth-like planet. Together with five researchers, the artist spent several weeks doing a Mars simulation and professionally tested the products from the *MoonLife Concept Store*. The resulting film features a collage of events from these weeks, shot at dawn and dusk. The camera follows two figures on their way through the barren landscape: a woman and an astronaut in a Russian space suit, both carrying a sign with the words 'Where did the future go?' written on it. The question vividly represents the unredeemed promise of a future life. Just as the two characters in the film unwaveringly continue their walk, the search for the future of human life goes on without end.

Alicia Framis, born in 1967 in Barcelona, currently lives and works in Amsterdam. Until 2011 she was the Concept Director for the MOCA (Museum of Contemporary Art) in Shanghai. She became internationally famous for performances and actions such as *Loneliness in the City* (1999-2000), the *Minibar* installation at the 2nd Berlin Biennial (2001), the fashion show *Anti\_dog* (2002-2003) at the Dutch pavilion at the 50th Venice Biennial (2003), the *Secret Strike* films (2003-2006), the performance *Lost Astronaut* at the Performa 09, New York (2009) and the *MoonLife Concept Store* at the 8th Shanghai Art Biennial (2010). Selected solo shows: CGAC (Centro Galego de Arte Contemporáneo), Santiago de Compostela, Spain (2006); CAPC (Musée d'Art Contemporain), Bordeaux, France (2006); Shanghai Duolun Museum of Modern Art, Shanghai, China (2006); Centre d'Art Santa Mónica, Barcelona, Spain (2008); GMG Gallery, Moscow, Russia (2009); Instituto Cervantes, Beijing, China (2009); Huesca, Spain (2011); Rabobank, Utrecht, The Netherlands (2012); Lille, France (2012)