

KATZ CONTEMPORARY

“Tierwelthütte” by Lutz&Guggisberg

Lutz&Guggisberg's hut tells us at first sight about the fundamental necessity for a dwelling as protection in and from nature. Roughly cobbled together with wooden slats, the walls of the hut are disguised with shredded newspapers. These newspaper scraps refer to the urban habitat and enable us to sway towards a secure civilised environment. However, fastened to the external walls of the shed, these notes function at the same time as a halt before the protecting interior. Who or what looks for a shelter between the wooden walls won't find protection; on the contrary there are neither doors nor windows. In order to have a look at the inside the viewer must peer between the slats; the immediate proximity with the wall and the visual obstacle that the viewer experiences blend the borders between inside and outside and therefore pushes the function of the hut as a dwelling into the background.

As the notes attached to the walls appear to be advertisements, the external walls become mediums of indirect interaction whereas the hut, by pacing off, looks like advertising pillars. Although written by different fictitious advertisers, the form and the content of the announcements reflect a common spirit: the pretend authors all express themselves in the same native language. Absurd texts and pictures connect to this flourishing language, which makes the reader inevitably smile. Machines, devices and services are all related to household and farming: shelters, hair extensions on the whole body, chicken icons, stable with “trunk” or holidays in a barn are offered. The careless and direct style of the advertisements makes it clear what the title “Tierwelthütte” (Animal World Hut) refers to. For over 100 years the Swiss magazine “Tierwelt” (Animal World) has been offering a lot more than kennels or bird food. In the “Tierwelt” one can find more than you can imagine.

The odd nature of these advertisements have been either reworked or undertaken by **Lutz&Guggisberg** in a distinctive style and manner; excessive and witty, one can't miss the false seriousness that lies behind them. The photographic backgrounds of these announcements are partly taken from “Impressions from the interiors”, a series of black and white pictures taken by the artists in 2008. This work was realised alongside the hut and shown at the Folkwand Museum in Essen (DE).

What amuses the viewer, are the seemingly naïve expressions and jokes, which aren't intended by the pretend authors. The advertisements should lead to a successful sale and not to amusement. The protection the hut inspired at first glance is now undermined by the humour of these awkward advertisements.

Like in the magazine “Tierwelt” the visitor is surprised to find what he or she never expected.

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