

Zurich April 17, 2013

Press Release

ARIANE LUGEON GUT BESTICKT

April 28 - May 11, 2013

Opening reception

Saturday April 27, 2013 4pm

Opening hours

Tue - Sun 3 to 9pm

WIDMER+THEODORIDIS contemporary is pleased to present Ariane Lugeon with her work 'gut bestickt' (well equipped) from the series 'Potenzial' showing in the 'Ehegraben' project space.

For 'Potenzial' Lugeon has been collecting men's underwear from her circle of friends that she embroidered with needle and red thread. Following the fine stitches one recognizes on each underwear a penis. It's an erect penis that points upwards and that figuratively fills the underwear pretty well: a penis as a symbol of power and fertility. Let's take a glance at the artist's name in order to pick up the thread that she started.

The name Ariane comes from Italy and derives from the Greek name Ariadne that is still used. Maybe the story of the Minoan princess is not well known anymore but the term 'common thread' is for sure. After Theseus the Greek hero had killed Minotaurus, Ariadne's red/gilded thread led him safely through the labyrinth. King Minos had the labyrinth built for Minotaurus, the bloodthirsty human-animal-mixed creature in order to prevent his escape. The red thread helps to keep the overview and to find one's way out of the labyrinth or in a broader sense to find the meaning of a narration.

The name of Ariadne has yet another meaning. She was worshipped as a goddess of fertility and of the underworld. Being the wife of Dionysos she led the Dionysian women, the Maenads. Their name comes from 'Mania' that means furious and refers to their excessive and orgiastic way of celebrating.

Bringing these pieces together one discovers an exciting narrative of power and fertility. 'gut bestickt' points in a subtle and playful way to the manifold relationships between the sexes.

Ariane Lugeon (*1974) lives and works in Biel. Her works have been shown mainly in Switzerland including the Kunstraum Kehlhof Stäfa, Galerie Steiner Erlach, ArtPosition Fribourg and Sensler Museum Tafers.