

**TURN ON**  
**Time-Based Art from the Julia Stoschek Collection**  
**March 31 – August 29, 2015**

From March 31 until August 29, 2015 on the occasion of the 50th anniversary of diplomatic relations between Germany and Israel key works from the JULIA STOSCHEK COLLECTION will be presented in the Tel Aviv Museum of Art. The exhibition will constitute the largest presentation of time-based media works in Israel. The exhibition title is borrowed from Adrian Paci's 2004 work **TURN ON**, allowing multiple, ambiguous associations with actions ranging from switching on, operating, and lighting to igniting, provoking, and titillating.

As a whole, the collection centers contemporaneity as an active engagement with the here and now. True to this emphasis, this exhibition focuses on the contemporary part of the collection. The works featured in **TURN ON** were created in the last decade, in which technology-based media have developed at a dizzying speed. This is reflected in an astonishing variety of media-based art, showcased in the exhibition via 22 works by 17 artists.

These range from performative and theatrical elements in the works to different means of narration. Many of the works relate to animation in all meanings of the word: Ed Atkins' computeranimated, poetic avatars as alter egos in a fragmented, studio-inspired world, Nathalie Djurberg and Hans Berg's animated and orchestrated manic puppetry.

More than half of the artists featured in the exhibition are women. This female presence introduces into the exhibition aspects concerning gender, sexuality, and female identity, while accentuating the existential questions underlying the works in the exhibition as a whole. Implicit subtexts of power struggles – between the sexes, between the individual and society, and between different creative traditions – are present throughout, resulting in an exhibition that is contemplative, seductive and reflective.

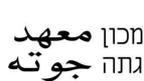
The works will be displayed as installations that relate to the museum space as a sculptural sphere, presenting the video projections as distinct artistic experiences composed of image, movement, sound, space, and time. They present and reflect incommensurability and simultaneity as characteristics of our time, as well as revealing a museum space that accommodates itself to the unique qualities of the projected medium.

**Participating Artists:** Marina Abramović, Ed Atkins, Johanna Billing, Monica Bonvicini, Paul Chan, Keren Cytter, Nathalie Djurberg & Hans Berg, Jesper Just, Klara Lidén, Helen Marten, Adrian Paci, Seth Price, Christoph Schlingensief, Sturtevant, Mathilde ter Heijne, Andro Wekua.

**Curator:** Ruth Direktor

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## Press and Public Relations

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