

Julia Born

**Title of
the
show**

Title of the Show

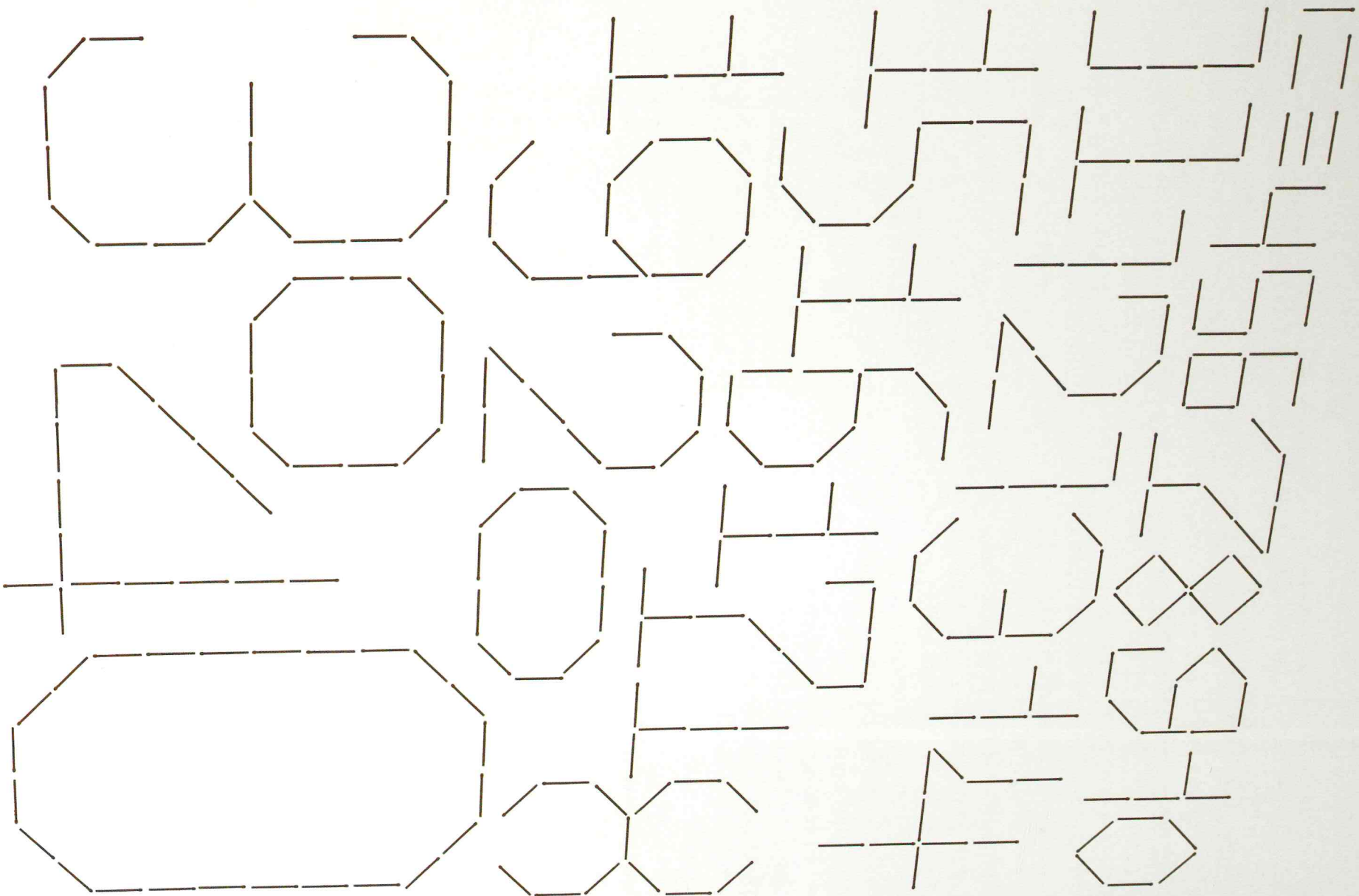
Collaborations with Alexandra Bachzetsis,
Blommers/Schumm, Boyplaygirl,
Laurenz Brunner, Uta Eisenreich, Alon
Levin, JOFF, Corriette Schoenaerts,
Derek Stierli, Qiu Yang

[E] Together with the designer Laurenz Brunner, Julia Born has devised a large-scale installation for the Museum of Contemporary Art which explores the theme of graphic design as seen in the context of art, or to be more precise, the re-contextualization of graphic design as it relates to her various different projects. A selection of commissioned and non-commissioned works (in the form of typographical experiments, language games, performance and fashion projects, books, posters and even postage stamps) is on display on the gallery walls in the form of giant pages of a book.

Photographed by Johannes Schwartz, Born in turn transposes the gallery, now transformed into an oversized model, back into the form of a catalogue, thus changing the dimensions once again. The effect of both scaling down and blowing up the work sharpens our perception of both the exhibition space and the space of the book. Exhibition and catalogue, which usually only serve to convey content not primarily developed by the designer, are here turned into the subject of the project in their own right; in the process becoming intrinsically bound up in one another and no longer separable. The title – *Title of the Show* – serves to denote content which has yet to be defined but which will instead gradually form as the work develops. Julia Born thereby not only makes reference to standard design practice, but also to design as a process.

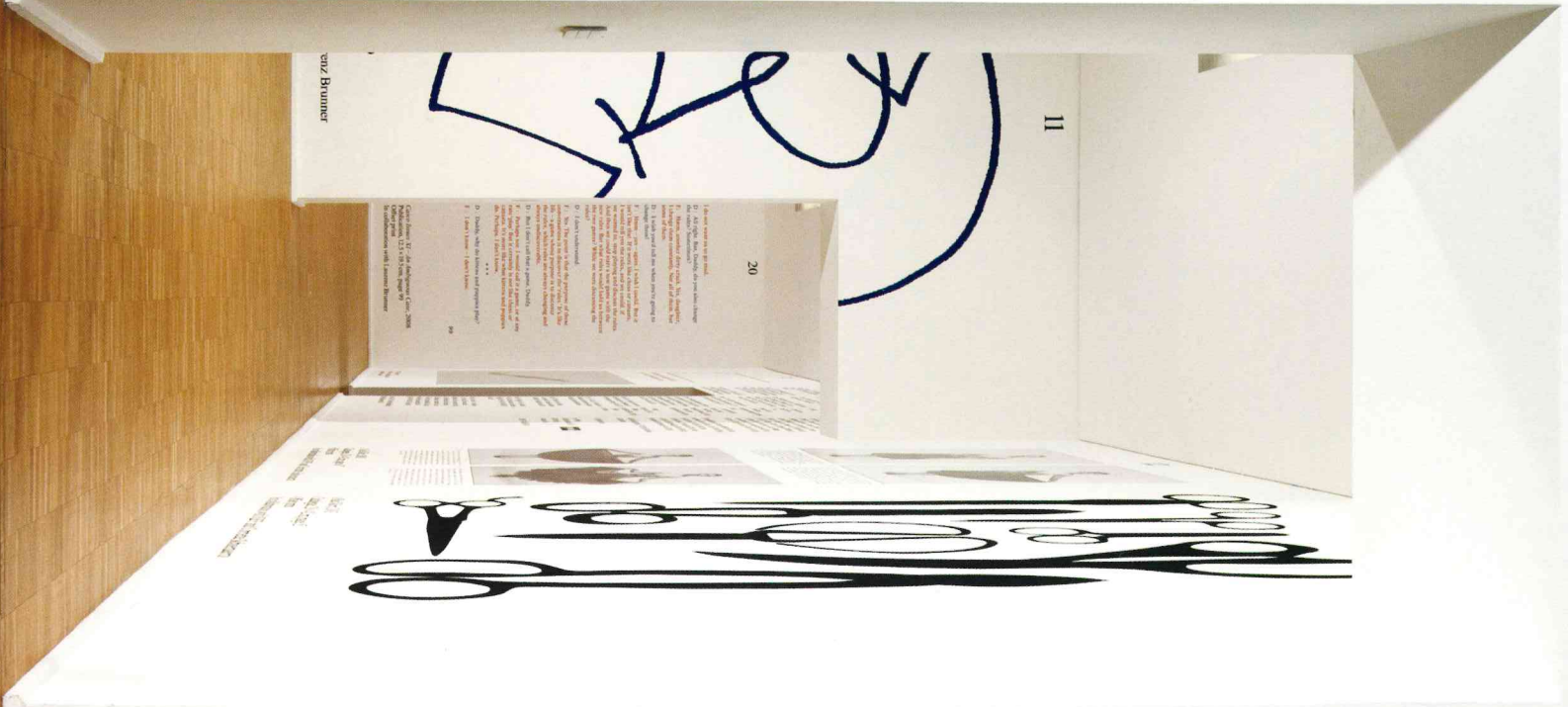
[D] Zusammen mit dem Designer Laurenz Brunner hat Julia Born für die Galerie für Zeitgenössische Kunst eine raumgreifende Installation konzipiert, die der Frage nach Grafikdesign im Kunstkontext bzw. seiner Rekontextualisierung aus verschiedenen Projektzusammenhängen nachgeht. Eine Auswahl von Auftragsarbeiten und freien Projekten – Schriften und Zahlenexperimente, Sprachspiele, Performance- und Modeprojekte, Bücher, Poster bis hin zur Gestaltung von Buchseiten an den Galeriewänden wird in Form überdimensionaler präsentiert.

Fotografiert von Johannes Schwartz übersetzt Born die in ein riesiges Modell transformierte Galerie in den Katalog zurück, wobei sie die Maßstäblichkeit erneut ärskaliert. In zwei Richtungen wird die Wahrnehmung für der Ausstellungs- und Buchraum gleichgestellt und Kataloge in erster Linie Vermittler für nicht von der Gestaltung getrennte Inhalte, werden nun selbst des Projekts. Sie sind aneinander und nicht mehr trennbar. Der von Born *Title of the Show* – fungiert als Platzhalter für einen noch nicht definierten Inhalt, der sich jedoch in der Arbeit an der Ausstellung konkretisiert. Er bezieht sich damit nicht nur auf die Gestaltung, sondern auch auf die Gestaltung



Matches 1-40, 2003
Poster, 84 × 120 cm
Silkscreen print

J A



II

20

11. ...

12. ...

13. ...

14. ...

15. ...

16. ...

17. ...

18. ...

19. ...

20. ...

21. ...

22. ...

23. ...

24. ...

25. ...

26. ...

27. ...

28. ...

29. ...

30. ...

31. ...

32. ...

33. ...

34. ...

35. ...

36. ...

37. ...

38. ...

39. ...

40. ...

41. ...

42. ...

43. ...

44. ...

45. ...

46. ...

47. ...

48. ...

49. ...

50. ...

51. ...

52. ...

53. ...

54. ...

55. ...

56. ...

57. ...

58. ...

59. ...

60. ...

61. ...

62. ...

63. ...

64. ...

65. ...

66. ...

67. ...

68. ...

69. ...

70. ...

71. ...

72. ...

73. ...

74. ...

75. ...

76. ...

77. ...

78. ...

79. ...

80. ...

81. ...

82. ...

83. ...

84. ...

85. ...

86. ...

87. ...

88. ...

89. ...

90. ...

91. ...

92. ...

93. ...

94. ...

95. ...

96. ...

97. ...

98. ...

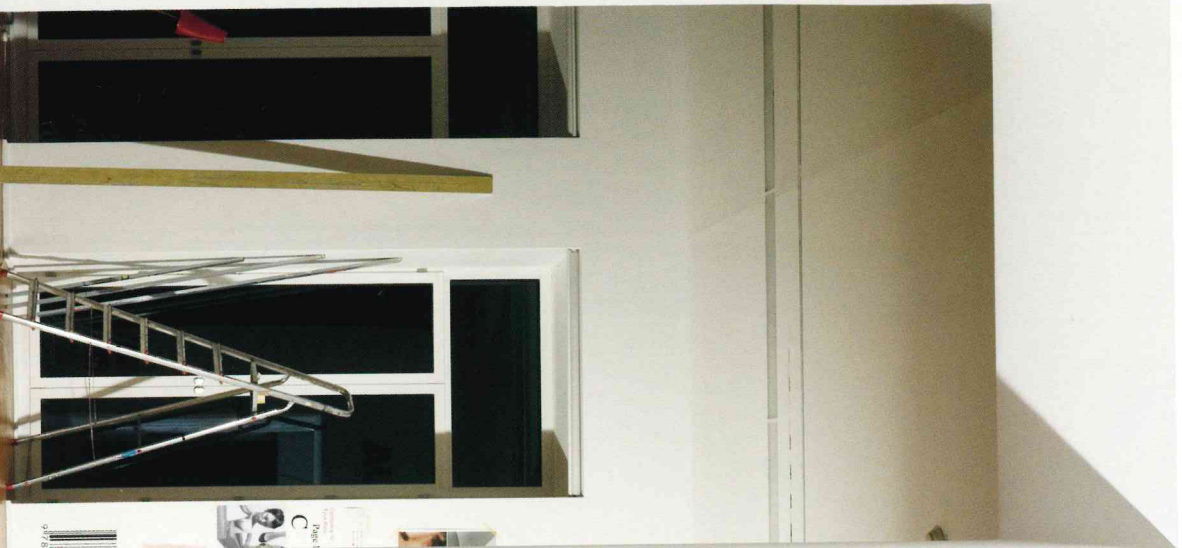
99. ...

100. ...

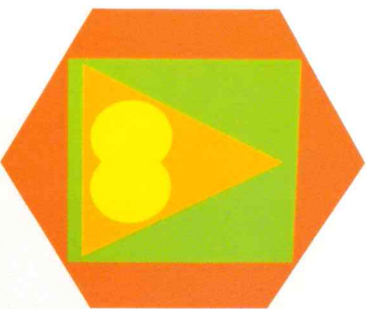
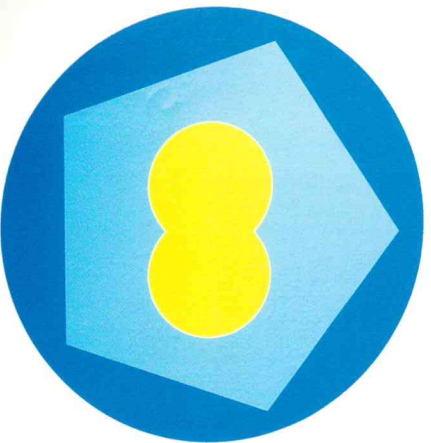
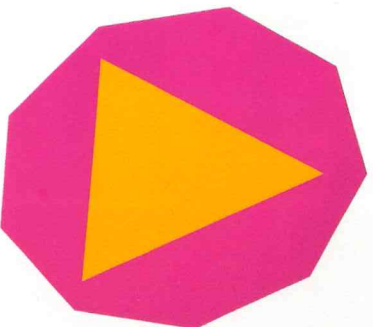
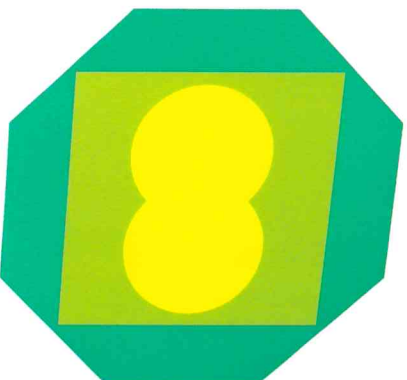
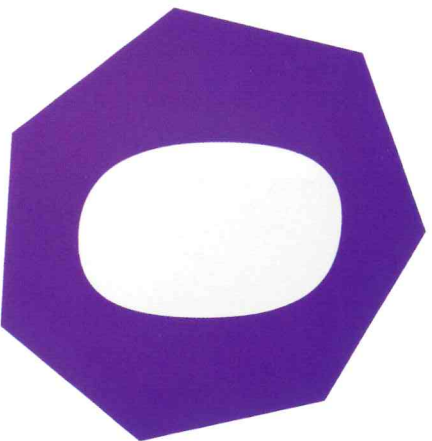
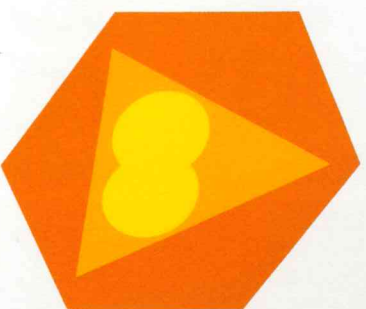
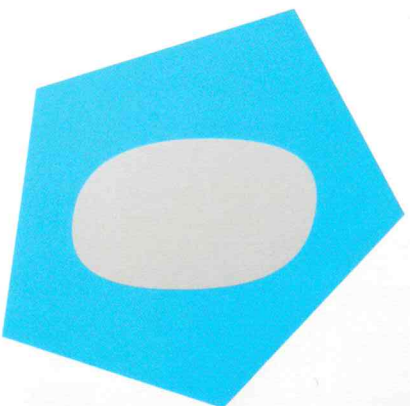
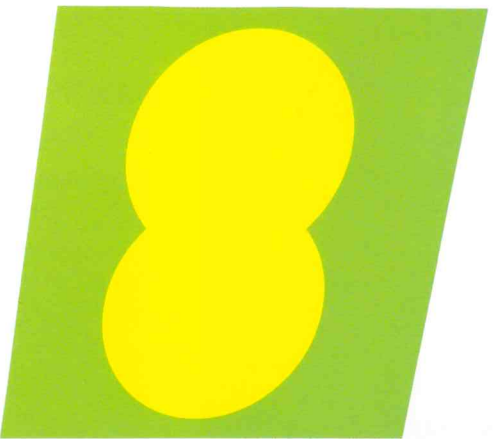
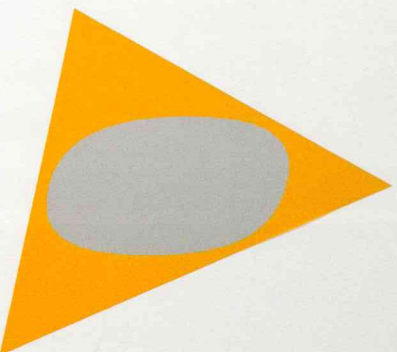
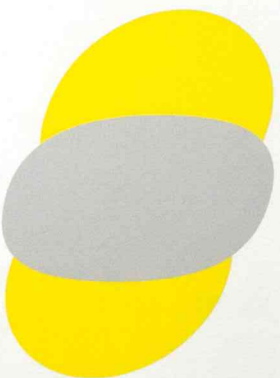
anz Brunner

6

NEIN



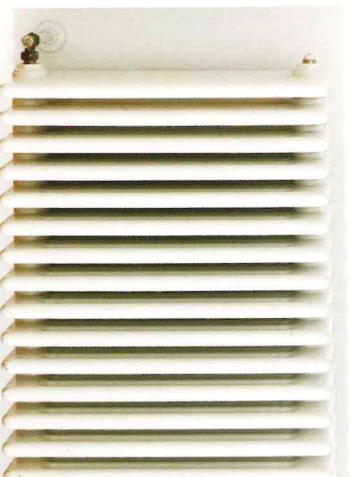
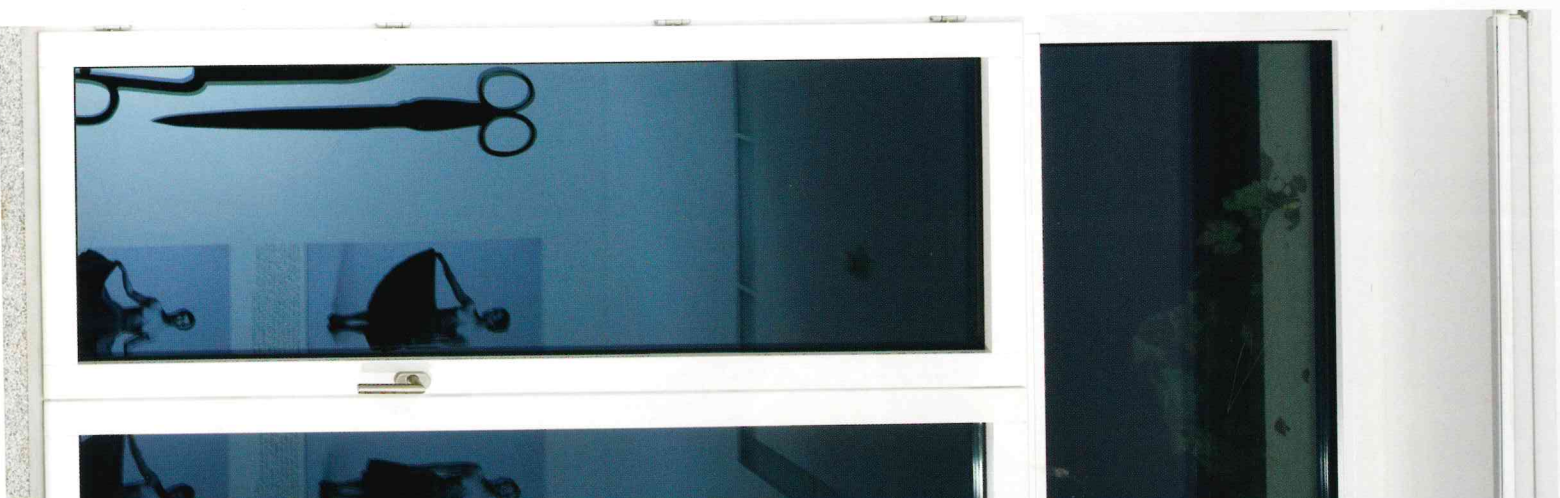
JA/NEIN, 2004
Shopping bag, 36 × 40 cm
Silkscreen print on cotton
In collaboration with Alon Levin



Multiplex 1-12, 2009
Poster, 84 × 120 cm
Silkscreen print

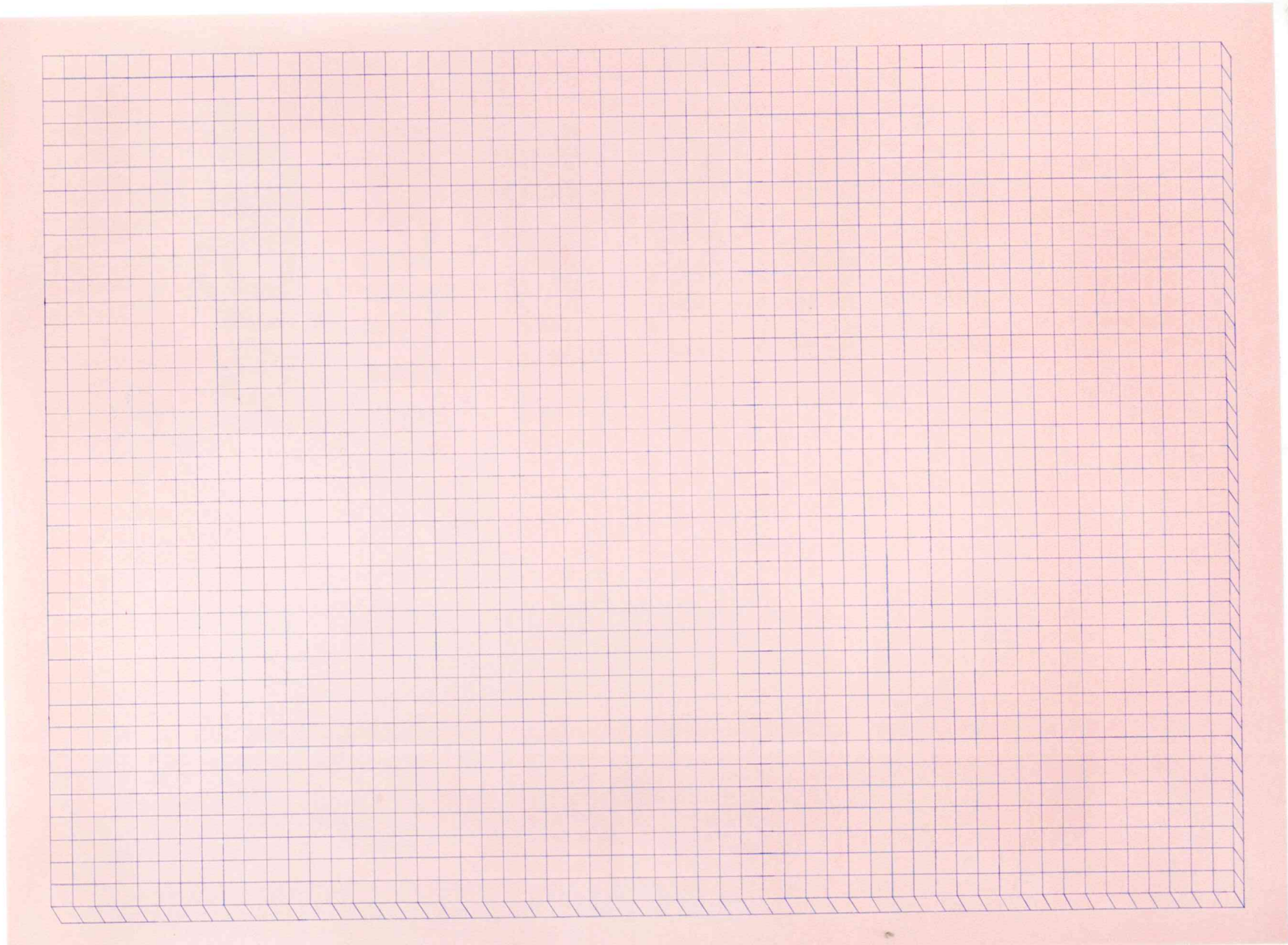
vier
drei
fünf
eins
acht
zwei
zehn
neun
sechs
sieben

Einszweidrei, 2000
Publication, 22 × 32 cm
Offset print



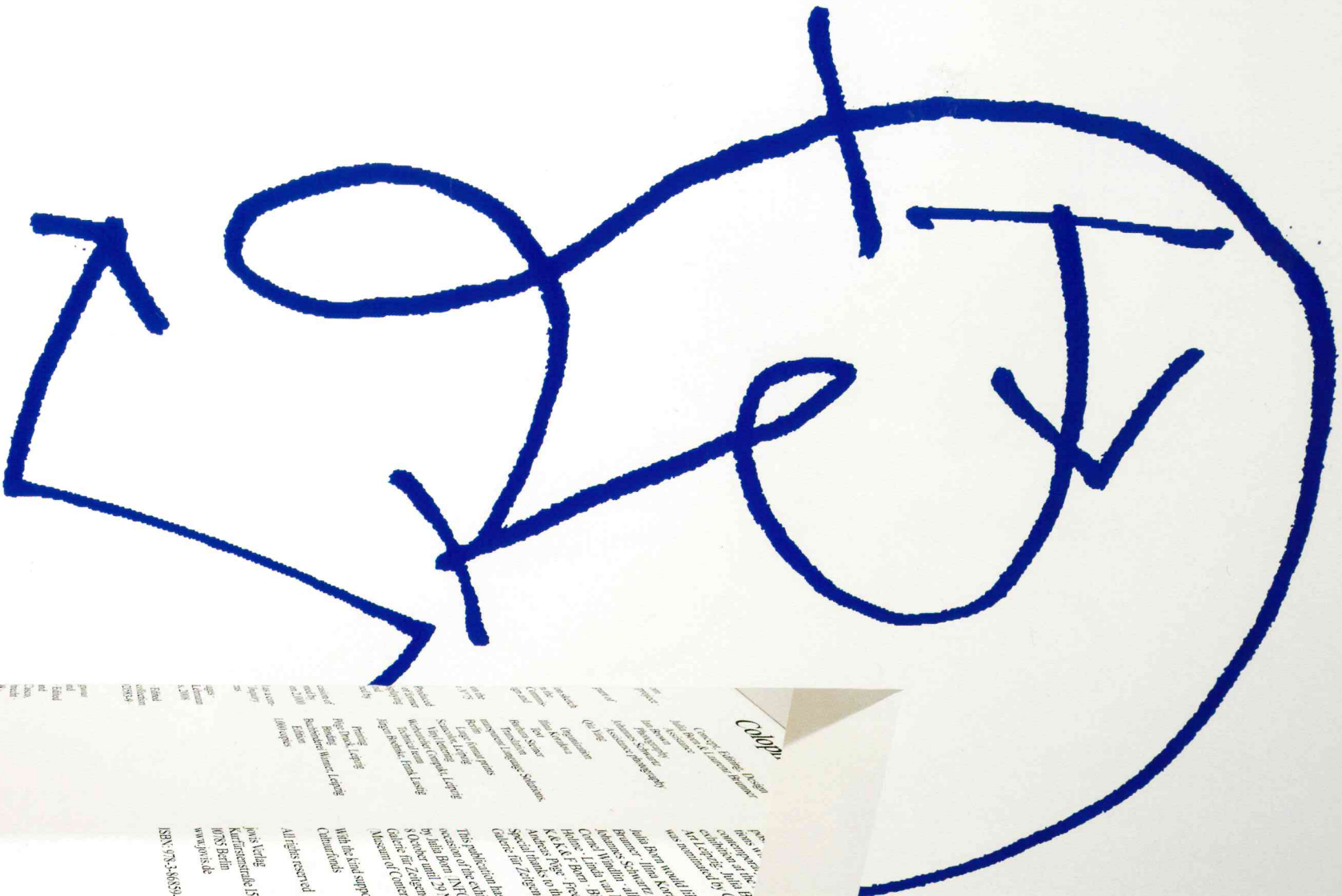
six
ten
two
five
one
four
nine
eight
three
seven





Schreibblock, 2000
Writing pad, 21 × 29.7 cm, 100 sheets
Offset print

u e t n



Colops

Colops is a series of small, square, hand-drawn sketches. Each sketch is a variation of the main drawing, showing different stages or components of the overall form. The sketches are arranged in a grid-like pattern, with some larger and some smaller, creating a sense of scale and progression.

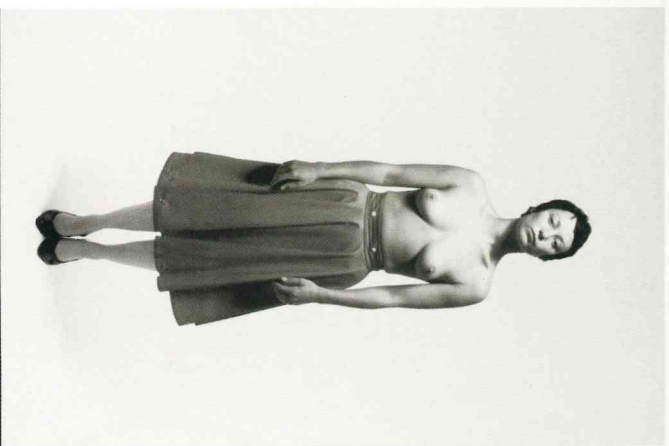
This publication has been published on the occasion of the exhibition *Titel of the Show* at the Museum of Contemporary Art Leipzig, from 29 October to 9 November 2009. It is a collaboration with the artist and the curator, Dr. Barbara Stein, and the publisher, Jovis Verlag, Berlin.



Jovis Verlag
Kurfürstenstraße 15/16
10785 Berlin
www.jovis.de

ISBN 978-3-86859-130-2

Multichannel Casco, 2009
Poster, 59.4 × 84 cm
Silkscreen print
In collaboration with Laurenz Brunner



1-5 Corridor attachment attached to the waist of the High Waisted Mini Skirt, attached with the Circular Bottom Skirt, attached to the knee-length Mini Skirt, attached to the hem line of the High Waisted Mini Skirt, attached to the low waisted A-line attachment, attached left and right of the side-seams of the High Waisted Mini Skirt, attached to the Flat Pleated Front attachment, attached to the Low Waisted A-Line attachment, creating the Corridor Skirt.



1-6 Corridor attachment created by taking 45° of the Circular attachment, attached to the waist of the High Waisted Mini Skirt, attached with the Circular Bottom Skirt, attached to the knee-length Mini Skirt, attached to the hem line of the High Waisted Mini Skirt, attached to the low waisted A-Line attachment, attached left and right of the side-seams of the High Waisted Mini Skirt, attached to the Flat Pleated Front attachment, attached to the Low Waisted A-Line attachment, creating the Double Corridor Skirt.



1-7 Mini A Corridor created by taking two times 45° on the left and right side of the Corridor attachment, with a total of 90° of the Corridor attachment, attached to the waist of the High Waisted Mini Skirt, attached with the Circular Bottom Skirt, attached to the knee-length Mini Skirt, attached to the hem line of the High Waisted Mini Skirt, attached to the low waisted A-Line attachment, attached left and right of the side-seams of the High Waisted Mini Skirt, attached to the Flat Pleated Front attachment, attached to the Low Waisted A-Line attachment, creating the Mini A Corridor Skirt.



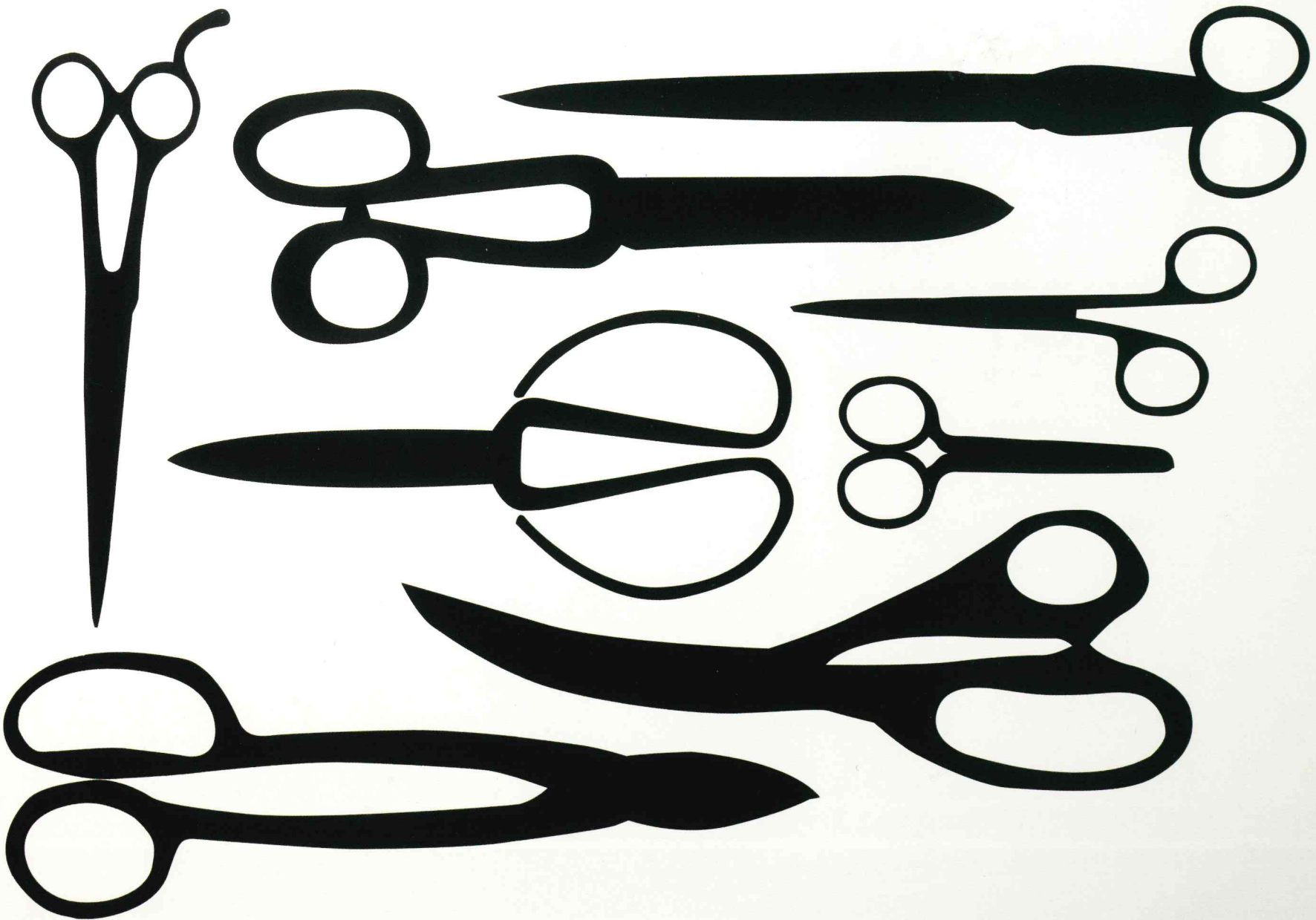
1-8 Ruffled attachment, attached to the hem line of the Circular attachment, attached to the waist of the High Waisted Mini Skirt, attached to the knee-length Mini Skirt, attached with the Circular Bottom Skirt, attached to the hem line of the High Waisted Mini Skirt, attached to the low waisted A-Line attachment, attached left and right of the side-seams of the High Waisted Mini Skirt, attached to the Flat Pleated Front attachment, attached to the Low Waisted A-Line attachment, created by taking two times 45° on the left and right side of the Corridor attachment, with a total of 90° of the Corridor attachment, creating the Ruffled Corridor Skirt.

A Red Skirt, 2003

Catalogue, 28 × 42 cm, page 6/7

Offset print

In collaboration with JOFF and Corriette Schoenaerts



A Red Skirt, 2003

Catalogue, 28 × 42 cm, page 15

Offset print

In collaboration with JOFF and Corriette Schoenaerts

Nederland 2009



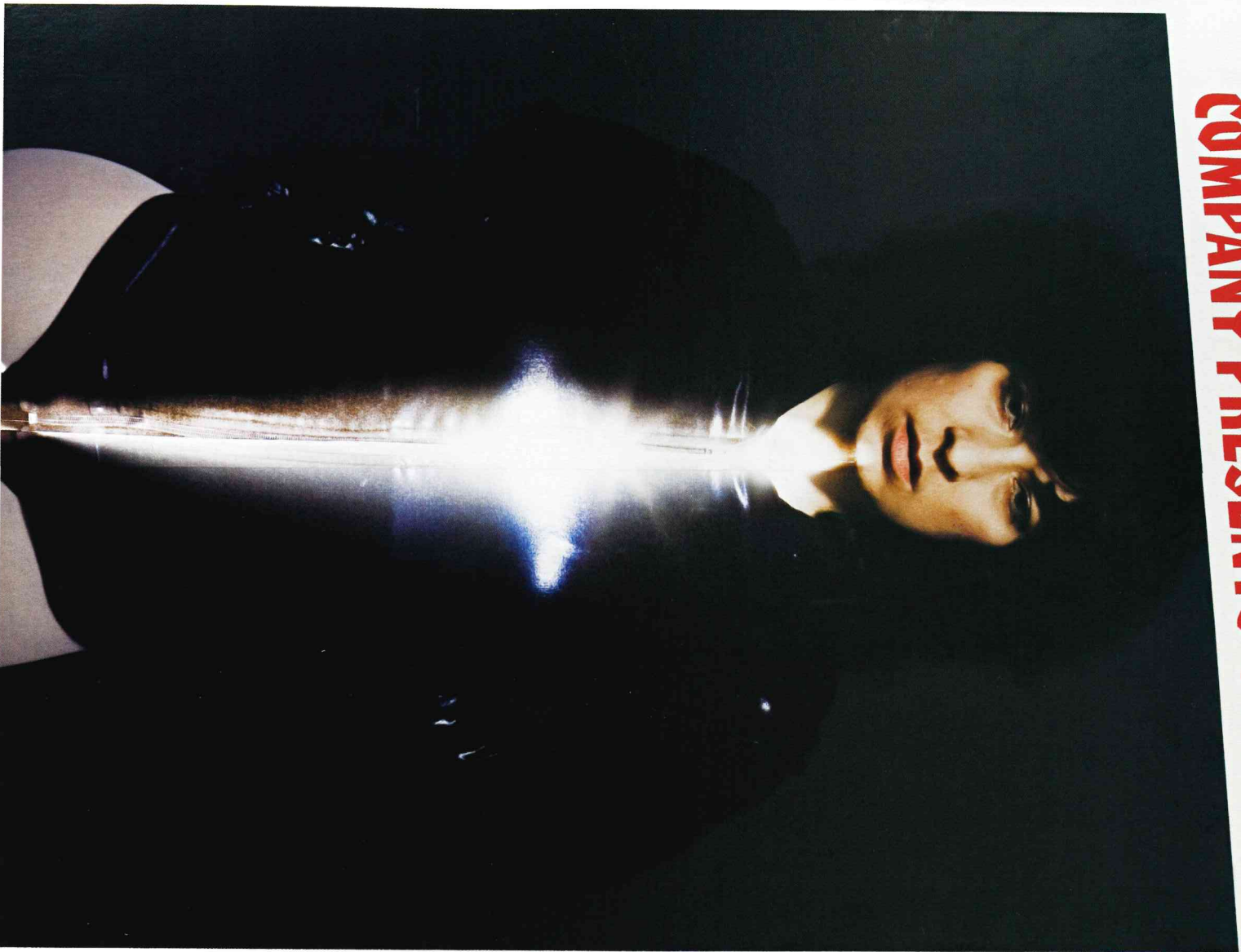
7 Euro

3 generaties koninginnen, 2009
Postage stamp, special edition, 3.5 × 3.5 cm
Offset print, Intaglio

144,50 x 100,00
Categorie: 3,5 x 3,5 cm
1000 stuks
Aankomstdatum: 17-01-2009

15

COMPANY PRESENTS SOIREE



ELEKTRA

Company /s/ Alexandra Bachzeutis,
Tina Bleuler, Lies Vanborn

Saar Zonen Kultur
prothevetia Kunst Center
903

Soirée, 2008

Programme, 11 folded posters, 30 × 41.5 cm, *Elektra*

Offset print

In collaboration with Boyplaygirl, Qiu Yang, Derek Stierli

NM

**FROM
LEFT**

d

This Side Up, 2007
Video and poster, 84 × 119 cm / 29.7 × 42 cm
Offset print/stencil print
In collaboration with Alexandra Bachzetisis

DO

RIGHT

U



Offshoot, 2008

Contribution for *A La Mode – The Third Way of Fashion*, page 96–97

In collaboration with JOFF and Blommers/Schumm

Offjoff – One To One, 2008

Publication, 23 × 31 cm, paper
Offset print

In collaboration with JOFF



One, 2007

1 cm, page 144–145

th JOFF and Blommers/Schumm

I do not want us to go mad.

D : All right. But, Daddy, do you also change the rules? Sometimes?

F : Hmm, another dirty crack. Yes, daughter, I change them constantly. Not all of them, but some of them.

D : I wish you'd tell me when you're going to change them!

F : Hmm – yes – again. I wish I could. But it isn't like that. If it were like chess or canasta, I would tell you the rules, and we could, if we wanted to, stop playing and discuss the rules. And then we could start a new game with the new rules. But what rules would hold us between the two games? While we were discussing the rules?

D : I don't understand.

F : Yes. The point is that the purpose of these conversations is to discover the 'rules.' It's like life – a game whose purpose is to discover the rules, which rules are always changing and always undiscoverable.

D : But I don't call that a *game*, Daddy.

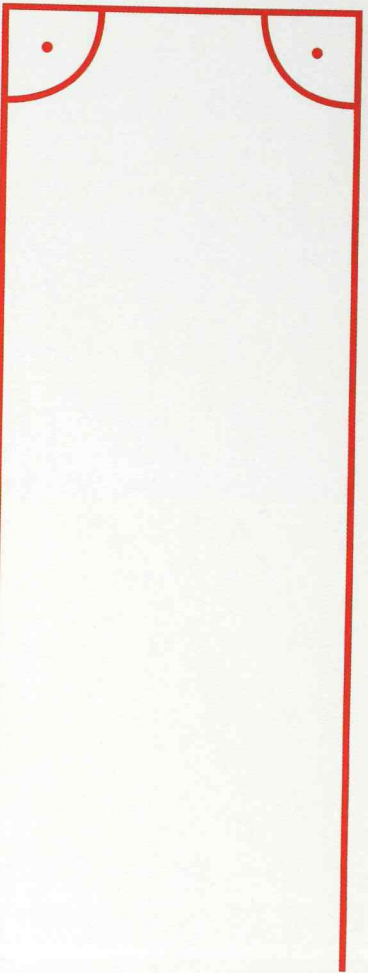
F : Perhaps not. I would call it a game, or at any rate 'play.' But it certainly is not like chess or canasta. It's more like what kittens and puppies do. Perhaps. I don't know.

* * *

D : Daddy, why do kittens and puppies play?

F : I don't know – I don't know.

Caseo Issues XI – An Ambiguous Case, 2008
Publication, 12.5 × 19.5 cm, page 99
Offset print
In collaboration with Laurenz Brunner



Failed attempt to draw a triangle with two right angles, resulting in two parallel lines instead.



A NOT B, 2009, in progress
Artist book, 21 × 28 cm, page from sketch layout
In collaboration with Uta Eisenreich

Page 4, *Matches 1–40* · Matches directly exposed on film · Printed with Kees Maas · Edition 30

Page 5–6, *JA/NEIN* · Produced as part of the corporate identity for *Kunstszene Zürich 2003*, a quadrennial uncurated art exhibition · Printed in blue, red and black · Commissioned by the City of Zürich · Edition 2,500

Page 7, *Multiplex 1–12* · After the card game *Multiplex*, visualizing the divisibility of numbers · Published by Mellinger Verlag

Page 8–9, *Einszweidrei* · Excerpt from cover · Published as part of a degree project · Edition 250

Page 10, *Schreibblock* · Produced as part of a degree project · Edition 100

Page 11, *Multichannel Casco* · Notation sketch by Merce Cunningham · Produced on the occasion of 'Platform 2009 Seoul' · Commissioned by Casco, Office for Art, Design and Theory, Utrecht · Edition 300

Page 12–13, *A Red Skirt* · Published on the occasion of the exhibition *Invitation N°75* at SMBA, Amsterdam · Edition 750

Page 14, *3 generaties koninginnen* · Produced on the occasion of the 100th birthday of former Queen Juliana of the Netherlands, displaying 3 generations: Wilhelmina, Juliana and current Queen Beatrix · Commissioned by Dutch TNT Post · Edition 320,000

Page 15, *Soirée* · Produced on the occasion of the performance *Soirée* · Commissioned by performance group Company · Edition 2,000

Page 16–17, *This Side Up* · Produced as a contribution for the exhibition *Forms of Inquiry* initiated by Zak Kyes and Mark Owens

Page 18–19, *Offshoot* · Series of 7 images · *A La Mode* edited by Whyart (Aude Lehmann & Tan Wälchli) · Published by Nieves, 2008

Page 18–19, *Ofoffjoff – One To One* · Edited by JOFF & Julia Born, based on the collection *Ofoffjoff* by JOFF · ISBN 978-90-9021583-9 · Edition 750

Page 20, *Casco Issues XI – An Ambiguous Case* · Excerpt from 'About Games and Being Serious' by Gregory Bateson · Edited by Emily Pethick, Marina Vishmidt and Tanja Widmann · Commissioned by Casco, Office for Art, Design and Theory, Utrecht · Published by episode publishers, 2008 · ISBN 978-90-5973-108-0 · Edition 1,000

Page 21, *A NOT B* · Book will be published by ROMA Publications from 2010



Colophon

23

t from
ree project .
as part of
tation sketch
d on the
l' · Commis-
Design and

Concept, Editing, Design
Julia Born & Laurenz Brunner
Assistance
Ian Brown
Photography
Johannes Schwartz
Assistance photography
Qiu Yang

ed on the
ion N°75
50

Organization
Iliana Korolova
Text
Barbara Steiner
Translation
transparent Language Solutions,
Berlin

n · Produced
lay of former
, displaying
a and
ioned by
)

Large format prints
Scancolor, Leipzig
Vinyl lettering
Werbeatelier Compakt, Leipzig
Technical team
Jürgen Boehnke, Frank Lustig

occasion of
sioned by
dition 2,000

Printing
Pöge Druck, Leipzig
Binding
Buchbinderei Wanner, Leipzig
Edition
1,000 copies

ed as a con-
of *Inquiry*
tweens

images ·
le Lehmann
ves, 2008

re · Edited
e collection
9021583-9 ·

biguous
s and
n · Edited
t and
y Casco,
Utrecht ·
008 ·
1,000

ublished by

INFORM is an annual prize of 5,000 Euros which acknowledges the work of graphic designers who develop an independent position through their projects and independent contemporary art. The prize includes an exhibition at the Museum of Applied and Art Leipzig. Julia Born, winner in 2008, was nominated by Cornél Windlin, Zürich.

Julia Born would like to thank Laurenz Brunner · Iliana Korolova · Barbara Steiner · Johannes Schwartz · Arend Oetker · Cornél Windlin · all collaborators · Daria Holme · Linda van Deursen · Elektromog · K & K & F Born · Birgit Littmann Brunner · Andreas Pöge · Freek Kuin · Kees Maas · Special thanks to the technical team at the Galerie für Zeitgenössische Kunst Leipzig.

This publication has been published on the occasion of the exhibition *Title of the Show* by Julia Born (INFORM 2008), from 8 October until 29 November 2009, at the Galerie für Zeitgenössische Kunst Leipzig (Museum of Contemporary Art Leipzig).

With the kind support of The Prins Bernhard Culturfonds

All rights reserved

jovis Verlag
Kurfürstenstraße 15/16
10785 Berlin
www.jovis.de

jovis

ISBN: 978-3-86859-139-2

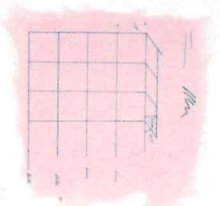
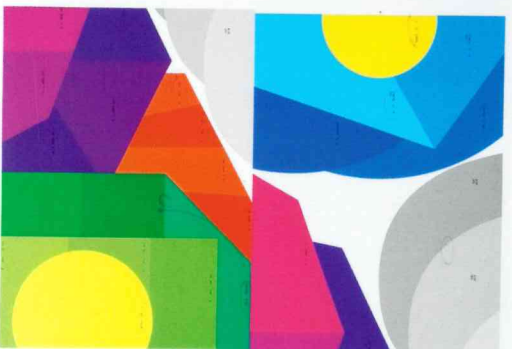


① 8 Refused at all times, a...
to an...
K... N... S... E... S... S...

Company is:
Tina Bleu

Page 12

C



Jovis



9 783868 591392