

# PIZZA PAVILION

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PIZZA PAVILION takes place at 'Al Volo' a regular pizzeria in Venice for the duration of the Venice Biennale #56. A list of international artists were invited to create their very personal pizza-topping ideas that will be realized by the pizzeria's bakers and served on-site. PIZZA PAVILION uses the existing infrastructure of a working local pizzeria in order to create a highly effective and still priceless Venice Biennale 'pavilion' - a platform for young international artists at a minimum to zero cost and effort. (Almost like using solar power to gain electric energy, or using the internet to spread .gif-art ...) The pizzeria will continue to run as usual. Beside the pizzeria's regular choices PIZZA PAVILION adds a special PIZZA PAVILION menu that announces the participating artist and their pizzas. PIZZA PAVILION PIZZAS are totally edible and available at regular prices. In order to stick to the pizzerias working procedures and resources the artists could only choose from the pizzeria's usual topping variety. PIZZA PAVILION is turning a regular pizzeria into an art production studio and gallery, where one can witness the creation of an contemporary „artwork“ and can buy and consume it directly. PIZZA PAVILION is not supported by any funding or grants, it is realized by the enthusiasm of a few to benefit all. It is not part of Venice Biennale #56 or any official programming. But it is an operation of professionals at large. Artists make art, curators curate, pizzerias make pizza! It's an experience of choice. The pavilion of the hangry hearts. <3

## Pizza Pavilion - Pizza as Cultural Canvas

*„When entire sections of our existence spiral into abstraction as a result of economic globalization, when the basic functions of our daily lives are slowly transformed into products of consumption (including human relations, which are becoming a full-fledged industrial concern), it seems highly logical that artists might seek to rematerialize these functions and processes, to give shape to what is disappearing before our eyes.“ (N. Bourriaud)*

Pizza Pavilion explores the collective and individual possibilities of participation in contemporary culture. It is about bypassing structures that seem inevitable - hacking persistent structures of capital and power by utilizing its carriers and infrastructures. Pizza Pavilion expression of an interest in micro action, common sense and collective empowerment. It is about parallel structures and alternative pathways and the lust for the impossible - the hedonism of utopias and make-believe dreaming. Pizza Pavilion is a concept by many, to benefit all.

Pizza Pavilion is an index for a better and more informed world, like smoke is indexical for fire. Pizza is a carrier for ideas, hopes, escapes and pragmatic romanticism. It feeds the world in its western logic. It is commonplace and exotic at once. Considered a „door to a new world and a life in freedom“ by some and valued as the most basic form of cultural memory by others, it becomes canvas to individual projections. Pizza is food for the poor and the powerful alike. It serves as both symbolic hub and social equalizer. It is the re-occupation of the commons. In simple terms: Pizza is the super meme of our time. In its complex structure it is the prototype of the next subject. Pizza finds a way in our hearts and embodies our feelings like nothing else (granted: cats are cool too).

Pizza Pavilion is a site-specific situation piece reflecting on ideas and paradigms of our contemporary lives. It is a practical philosophical endeavor that takes place at a local Pizzeria during Venice Biennial #56 in 2015. In an IT-logic Pizza Pavilion is an add-on to a functioning Pizzeria. Moreover, it's a readymade in a Duchampian understanding combined with a late-capitalist-starbucks-name-your-coffee logic and a full customization of production.

At regular cost, art works can be purchased as food and food can be purchased as art works. Digestion is celebrated as an outlet for existentialist philosophy. Pizza Pavilion finds its logic within an exploration of the conditions of mass consumption and cultural construction while playing with the idea of landscape painting in the post-digital condition.

Pizza is like polaroids back in the days - instantly available. Its key ingredient - cheese - is glue for friendship in a foucault-dian sense. Pizza conveys many histories and ideas, ideologies, fears and opportunities and in sliced version it is the private embedded in the public. It is the proto-type of prefabrication and decentralization. It is the dinner of the hearts and the true common denominator. With its many variants it is the internet of foods.

*„I love you more than Pizza“ seems the most romantic thing to say. (excerpts by Konstanze Schütze)*



Pizza Pavilion is a project by Konstanze Schuetze and Paul Barsch, Simona Lamparelli and Matteo Ceretto Castigliano in cooperation with 'Pizza Al Volo' (Venice) and S T O R E contemporary (Dresden) // [www.storecontemporary.com](http://www.storecontemporary.com)

The opening event will be accompanied by Pizza Parlance a project by Julia Mintzer (mezzo-soprano), Charles Ogilvie, Toby Young. The exclusive Pizza Pavilion mixtape will be released and made available by/via The Pizza Suicide Club on bandcamp. An accompanying catalogue is planned and will host texts, poems, research and interviews on Pizza as a Cultural Canvas, Pizza Pavilion and its participants. // [www.juliamintzer.com](http://www.juliamintzer.com), [www.pizzasuicideclub.com](http://www.pizzasuicideclub.com)

PIZZA PAVILION @ Venice Biennale #56 (2015) at 'Pizza Al Volo', Campo Santa Margherita | [www.pizzapavilion.org](http://www.pizzapavilion.org)