



Zafos Xagoraris, o. T., 2009, Acrylic, Ink on Paper, 80 x 100 cm

ZAFOS XAGORARIS

flower-bazaar

on Saturday, 19 June 12.00-4.00 p.m., in the stairway of the Glyptothek München

For one day Zafos Xagoraris (1963, Athens) will initiate a flower sale at the staircase of the Glyptothek in Munich as part of his exhibition *Agora* at the gallery Françoise Heitsch (21 June-17 July 2010).

This event can be related to his former installations and projects, in which he attempted to convert statutory provisions, legal or other administrative regulations that organize and define urban coexistence, and to transform these, for a few moments, into new and unfamiliar experiences. In this case, he changes the temporary permission to sell flowers at the entrance of an institution, such as the Glyptothek in Munich, the image of the museum and even of the city itself. The flowers, the wreaths, the buckets, the sales people and the visitors create a busy, chaotic, vivid, vibrant and informal situation at the entrance of the museum, all of which form a contrast to the building and its various meanings. Visitors of the flower market will experience a familiar place and established customs and operations in a new environment and context; he will become the medium of the installation by buying the offered goods and consequently contributing to the vivid market life. The persistent rules and regulations will be related again to the vividness of a market, which in its origins was a place where urban life took place, surrounded by ancient sculptures, which back then were arranged outdoors and also at the Agora. In so doing, a direct connection between antiquity and present is established. Just as the visitor will become an "element" of this ensemble, and by buying flowers will take home a part of the installation and the sensations felt, so does the institution become part of an everyday action and will be experienced and regarded by spectators in an entirely new context.

Zafos Xagoraris will film this event with a hand-held camera and show the footage throughout his exhibition in Françoise Heitsch's gallery space in order to sustain the events; hence, the gallery visitor will be able to visually share the occurrences of the flower market at the Agora. Moreover, Zafos Xagoraris displays a 14-metre-long paper frieze similar to a fret in the gallery space, which depicts scenes of urban life.