

## VIDEO HOME VIDEO EXCHANGE

Type of work: Project

Exhibition: Inside Out

Location: Westfälischer Kunstverein, Münster, Germany

Year: 2000

Curator: Susanne Gaensheimer

Courtesy: The artist

Photo: Roman Mensing, Erphostrasse 17, 481 45 Münster, Germany (Tel: +49 251 374848)

**Technical Data:** Installation with furniture made of MDF boards, seats and floor covered with "grass" carpet, flyers, covers, TV monitors, VHS players, newspaper advertisements, logo.

A collection of feature films on VHS tapes which has been focusing on suburbia and suburban life, and a compilation of home videos from members of public who answered our public call to record their own home and make it public by bringing it to the exhibition and exchanging the video for a film from our collection.

**Video:** Compilation of home videos from participants edited by Apolonija Šušteršič:

0:00.14 Max Sudhues: Homevideo

0:06.36 Oliver Feldman: Straßenfest

0:18.25 Yvonne Roeb: Ein Hundeleben

0:23.04 Jens - Christian Bülskämper: Mittag in Münster

0:53.29 Verena Püschel: Wohnungsführung

0:57.23 Antonia Low: ein Frauenzimmer

1:15.14 Phillipp Lukowski: Caspar & Konstantin

1:25.00 Mark Formanek: Kein Titel, aber Lebensmittelpunkt

1:29.59 Stefan Silies: Zu Hause

1:57.01 Ilona Johanna Plattner: Ende der Geschichte

**Graphic Design:** Irena Wölle

**Concept:** Video Home Video Exchange was an activity placed in the context of the modernist white cube with the aim of breaking up the traditional use of the space and creating a constantly changing set of information provided by the visitors themselves.

The exchange of videos and films in the Video Home Video Exchange project in Münster was a strategy used to motivate the local audience to take an active part in their cultural institution, the Westfälischer Kunstverein. The act of exchange: visitors could exchange their private home videos for feature films motivated participation and introduced an economy of exchange into the film / video distribution context which was usual practice among hobby collectors in the past.

Home videos gradually became part of the exhibition, and showed the interiors and private lives of the participating local audience, which became an antidote to the otherwise generally uptight and closed environment of Münster life.

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Video Home Video Exchange, Westfälischer Kunstverein, Münster, 2000

