

GREENER ON THE OTHER SIDE

Berlin – Chongqing Video Art Festival

04 – 06 March 2011 • Organhaus Chongqing • each day from 7.30 – 10 pm

There is an old saying that *the grass is always greener on the other side*. It reminds us that desired destinations always look better when seen from a distance.

The intention of this festival is to connect these two sides: to bring international video art from the cultural melting pot Berlin over to Chongqing, one of China's most independent and fastest growing art scenes.

This festival shows a selection of 55 videos made by 51 international artists. It wants to offer a taste of what is happening in the vibrant video art scene in Berlin at the moment. However, its aim is not to give an overview of the Berlin scene, but rather to give an opportunity to see the vast variety of ways in which artists use and define video as an art medium.

During the year 2010 the Berlin-based non-profit art space MMX Open Art Venue staged seven exhibitions which presented the works of talented emerging artists. The main goal of MMX was to create a public space for art which is not usually shown in commercial galleries. Each exhibition had its special video screening program – curated by MMX founders Rebecca Loyche, Jonathan Gröger and Jason Burgess – which presented to large audiences the works of international video/film makers, many of them living and working in Berlin.

Four of the MMX screening programs are now shown at Organhaus Chongqing as the main part of this festival. The start-off is the *CHINA BOX* program selected by Organhaus resident artist Clemens Wilhelm which is showing 17 works of mainly Berlin artists working in the medium video. He invited 17 artist friends to choose one video work to travel to China with him. In a way, *CHINA BOX* is more a portrait of an artist network than a curated thematic program.

Greener on the other side presents a kaleidoscopic image of life on the *other side* of the world: How do these Western artists see the world? How do they see themselves? How do they think, work and live? How do they define art?

So what is happening on the *other side*? In which ways is the *other side* different from this one? What are the connections? And after all, can we still speak of an *other side* in the age of internet and globalization?