

THE NEW FASHION EVENT

# STARK.

18<sup>TH</sup> - 21<sup>ST</sup> JULY 2008

**BERLIN**  
AT TRANSFORMER STATION  
**HUMBOLDT**



## **HISTORY**

**THE EX-TRANSFORMER STATION HUMBOLDT AS A BUILDUNG FORMS THE MAXIMUM SPOT OF PRENZLAUER BERG. IT WAS BUILT FROM 1924 TO 1926 BY ARCHITECT HANS HEINRICH MLLER IN ORDER OF BERLIN ELEKRTRIZITWERK AKTIENGESELLSCHAFT.**

**THE BUILDUNG NOT ONLY FASCINATES BUT ALSO REMINDS THE VIEWER OF AN INCREDIBLEFORTRESS BECAUSE OF ITS TOWER-LIKE CONSTRUCTIONS AND ITS HIGH ACUATE ARCHES. EVEN THE INSIDE OF THE BUILDUNG THROUGH PARTLY ROUND BUILDING STRUCTURES AND OTHER CREATIVE COMPONENTS PROOFS THE HIGH ARCHITECTURAL QUALITY.**

**AFTER BEWAG STOPPED THE USE IN 1933, THE BUILDUNG WAS AMONG OTHERS THE LOCATION FOR SEVERAL EVENTS AND EXHIBITIONS. SINCE 2006 THE EX-TRANSFORMER STATION IS NOT USED ANYMORE.**

**STARK.**

## **LOOP ART**

- 1 BUGDATE IT
- 2 C999 IT
- 3 PINTAYCOLOREA ES
- 4 NIKKY IT
- 5 INFIDEL IT
- 6 META2 IT
- 7 NANO HU
- 8 THESAD IT
- 9 AUDEROSESELAVY FR



LOOP ART CAME FROM ARTISTS THAT PLAY VJING AND VISUAL LIVE PERFORMANCES MIXING DISCIPLINES COMING FROM DIGITAL WORLD, GRAPHICS, CODING, GENERATIVE ART, ILLUSTRATION, VIDEO, 3D. LOOPART PRESENTS ITSELF TO THE PUBLIC WITH AN EXHIBITION OF 9 ARTISTS BELONGINGS TO THE INTERNATIONAL VIDEO ART AND VJ SCENE.

9 VIDEO LOOPS WILL BE DISPLAYED  
9 ARTISTS WILL TAKE PART OF THE NEWBORN PROJECT

THE MISSION OF LOOP ART IS TO BUILD A CRITICAL AND VISUAL SPACE DEDICATED TO VJING AND VIDEO PERFORMANCE IN CONTACT WITH MUSEUMS AND GALLERY CIRCUITS GENERATING THE HUMUS TO PROMOTE AND SELL THE ARTIST'S OPERA



BARBARA UDERZO



LOREDANA RACITI



PAOLO STACCIOLI

## **SELECTIVE ART GALLERY (PARIS)**

**BARBARA UDERZO (VIDEO BY CINETICLAB)**  
THE GREAT ITALIAN DESIGNER PRESENTS A LIVE  
CONTEMPORARY GLUCO-JEWELS PERFORMANCE.

**LOREDANA RACITI**  
INTERESTING COLLAGES BETWEEN ART, THINKING WAY,  
FASHION AND EVERY-DAY OBJECTS PRESENTED BY SELEC-  
TIVE ART GALLERY PARIS AND EMMEOTTO GALLERY ROME.

**PAOLO STACCIOLI (VIDEO BY CINETICLAB)**

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