

## Theorie: Popularization & Revantgarde (gLV)

Transfers between Avant-gardes and Pop(ular) Cultures

### Angebot für

Bisheriges Studienmodell > Hochschulweites Lehrangebot > Geöffnete Lehrveranstaltungen  
Bisheriges Studienmodell > Fine Arts > Bachelor Fine Arts > Grundstudium > Theorie  
Bisheriges Studienmodell > Fine Arts > Bachelor Fine Arts > Hauptstudium > Theorie

Nummer und Typ	BKM-BKM-Th.18F.005 / Moduldurchführung
Modul	Theorie
Veranstalter	Departement Fine Arts
Leitung	Jörg Scheller
Anzahl Teilnehmende	maximal 18
ECTS	3 Credits
Voraussetzungen	<p>A fondness for translation, transgression, transformation and transfer A zeal to cross borders even when they no longer exist A love for the highs of low and the lows of high A hunch that "and" is more topical than "or"</p>
	Seminar language: English
Lehrform	Seminar
Zielgruppen	<p>Students BA Art &amp; Media Open to students from all departments.</p> <p>Participants from other departements please send an email to <a href="mailto:bal.dkm@zhdk.ch">bal.dkm@zhdk.ch</a> and will be contacted in week 6.</p>
Lernziele / Kompetenzen	Knowledge of avant-garde art(s), popular culture(s), their interconnections and interdependencies
Inhalte	<p>Our time is characterized by an increasingly strong and dynamic interplay between high and low, avant-garde and pop(ular) culture, trash and treasure, kitsch and critique. There are no certainties, there is no self-evidence – revered avant-garde works in the museums may appear as trivial and retro whereas formerly frowned-upon pop artefacts may reveal an avant-garde side. Pop Art is now challenged by Art Pop and Avant Pop. Translation, transgression, transformation, appropriation, de- and recontextualization are at work at all levels of culture – at least in liberal, open societies. The islands of artists, philosophers, designers or are no longer separated – if they have ever been – but CONNECTED by the ocean of globalization and digitalization.</p> <p>Against this background, the seminar focuses, among others, on the strange and unlikely interconnections between avant-garde movements around 1900 and black metal music of the 1990s, concrete art and shopping bags, surrealism and ice cream commercials, Jay-Z and Picasso, Beyoncé and Pipilotti Rist, Rummelsnuff and Norwegian neo-expressionism, aquariums and the apocalypse...</p>

The list is open for suggestions by the students!

P.S.: it's not about claiming: it's all the same! But rather: difference and similarity are two sides of the same coin...

Joerg Scheller is an art historian, journalist and musician. He is head of theory of the BA Art & Media, visiting lecturer at the University of Arts in Poznan, Poland, and regular contributor to newspapers and magazines such as DIE ZEIT, NZZ, frieze magazine, Camera Austria. Besides, he is singer & bass player of the heavy metal delivery service Malmzeit (since 2003) and the regressive rock duo The Silver Ants (since 2015). [www.joergscheller.de](http://www.joergscheller.de)

Bibliographie / Literatur	Will be handed out in class
Leistungsnachweis / Testatanforderung	Continuous, active participation. Short presentation & written comments, 100 % attendance.
Termine	Blockwoche 2 (9.- 13.4.2018) 09:15-17:00
Bewertungsform	bestanden / nicht bestanden