

STUDIO 495

SWISS INSTITUTE/CONTEMPORARY ART
BROADWAY 495 / 3rd Floor
10012 NEW YORK, NY
TUE-SAT 11 AM TO 6 PM

LAWRENCE WEINER WATER IN MILK EXISTS MAY 27 TO JUL 19 2008

In cooperation with the Swiss Institute, Lawrence Weiner teamed up with cinematographer Kiki Allgeier to realize *WATER IN MILK EXISTS*, a fresh skin flick that challenges both artistic and pornographic conventions. The film contains quotations from the artist's children books, austere dialogues on string theory, animations, as well as a lot of carnal action.

A multitude of events accompany the launch of the film, mingling porn and art as two of today's most lucrative industries.

WATER IN MILK EXISTS isn't screened at the SI gallery to avoid any sensational show off. The DVD as well as the poster are for sale only. Instead the artist presents a choice of seventies film posters from the public collection of the Zurich Design Museum, thus from the time when Weiner realized his first porn movie *A BIT OF MATTER AND A LITTLE BIT MORE*. This film publicly declared Weiner's solidarity with the detained crew of the legendary *DEEP THROAT*. The titles and designs of the vintage posters are tender compared to contemporary porn and highlight the long lasting trend towards a more rude depiction of sex. Weiner's latest contribution, on the contrary, focuses on a highly individual experience of sex.

The European premiere of *WATER IN MILK EXISTS* during Art Basel took place in one of the last remaining porn movie theatres. In times of online pleasures the public screening represents a sheer anachronistic setting. VIP cardholders had free access to Lawrence Weiner's film as well as to the two other movies throughout the week. Art collectors came together with the community of this forgotten underground.

Last but not least, Lawrence Weiner was on a panel at the Swiss Institute with Andrew Blake, considered as being the most "artistic" of all porn directors. The approaches of the two artists couldn't be more different, though both result in very specific visions of pornography. While one delivers words from meaning, the other liberates touch from feelings.

The DVD will be sold for \$ 200 during the presentation at the SI. A special limited edition of ten with a drawing by the artist is SOLD OUT.

Water in Milk Exists, 2008

22:52 minutes

Director: Lawrence Weiner

Director of Photography: Kiki Allgeier

Producer: Noritoshi Hirakawa

Executive Producer: Edi A. Stöckli

Curator: Gianni Jetzer

Editors: Kiki Allgeier and Lawrence Weiner

Production Manager: Elaine Mathias

A production by Bobo Mencho Inc. and Moved Pictures

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