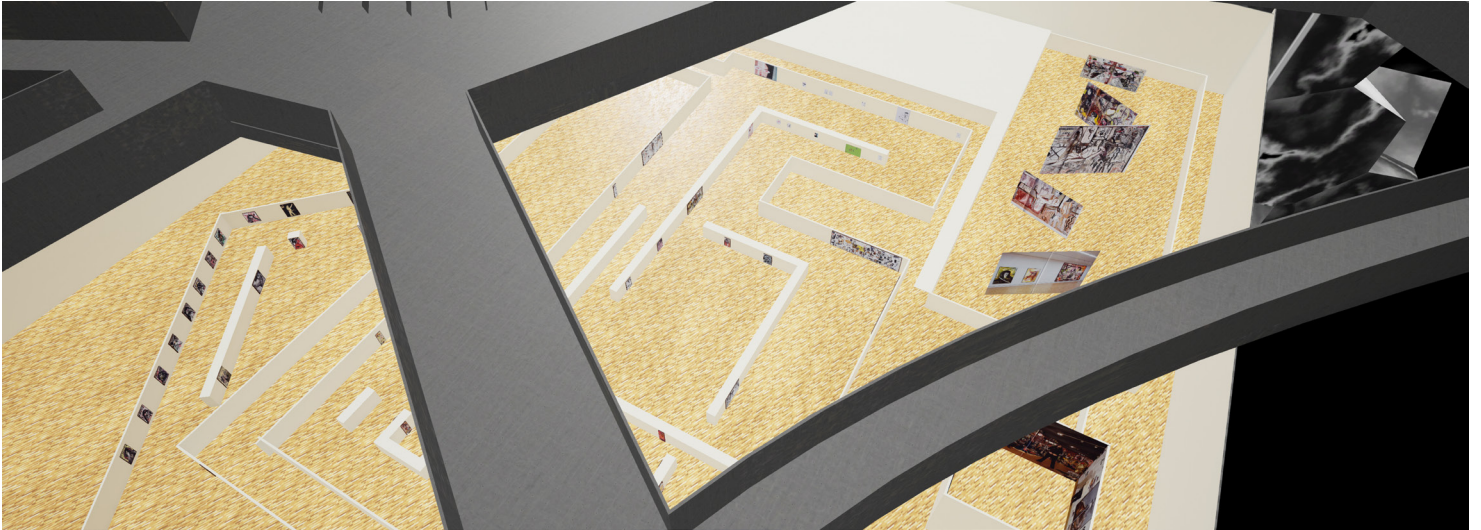


# Virtual Dream Center 1.0



## Press package

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# Introduction

Virtual Dream Center is a virtual art center, an autonomous exhibition place based on Internet. It presents several new and specific exhibitions in three dimensions, in an architecture conceived like an artwork in itself. We wish to develop new forms of artistic experiences, borrowing to the navigation and the interactivity of video games.

# The project

Interview by [H2]

[H2] : Virtual Dream Center seems to be a possible answer to the lack of exhibition space or to the impossibility for the spectator to go there. In short, the solution to the problem of materiality. Thereby, is a real museum outdated?

JBL : I don't believe that the stake of Virtual Dream Center is to replace real exhibition spaces, but more to complete them. For example, our exhibition of Jonathan Meese doesn't substitute to a real presentation of his paintings. This is more like a monographic catalogue. On the other hand, artwork especially created for the center are exclusively virtual. They doesn't replace real pieces, because they are similar to real paintings or sculptures. This is a new kind of reality which refers to our contemporary way of life.

[H2] : Who is the audience of Virtual Dream Center ?

JBL : We hope that our audience will be extended, and will not simply concern people who visits museums or places of art. In our art center we exhibit artists who live in different countries and have different ages or careers. Today, I think that the evolution of art takes place on Internet. We are not attached anymore to a country, but to a space characterized by its dematerialization.

[H2] : Dematerializing the museum, you create a modular and adjustable entity, where the concept of space plays a main role. What is the part of reality representation in this project, and his virtual reinterpretation?

JBL : We are interested in 3D modeling because it refers to the experience of reality. But, contrary to the majority of virtual museums existing on Internet, we don't want to constrain ourself to the representation of reality. Virtual dimension has no limits, so we can create impossible spaces, without any economic or physical restrictions.

[H2]: The virtual dimension of this project is explicit, but what about the part of dream, or utopia?

JBL : Originally Virtual Dream Center had to be an exhibition in a book. Then, we have decided to look deeper into our principle, and to apply it to a video game. From a utopian exhibition, we went to a dematerialized art center which will present contemporary art, music or architecture. Our aim is to do multimedia proposals, while continuing to think our content in a handmade manner, taking time and caring for the works. We think the center as a huge artistic project. Perhaps it's here that there is still a utopian dimension.

[H2] : Virtual Dream Center borrows to the interactivity of video game. What's the link between Virtual Dream Center and this new form of creation?

JBL : Virtual Dream Center is based on video

game's language. It's technically a video game, but in an experimental form. The gamer is here a visitor who takes a walk in an art center. We use principles known by users of Second Life or Minecraft, but we develop these to fit our idea.

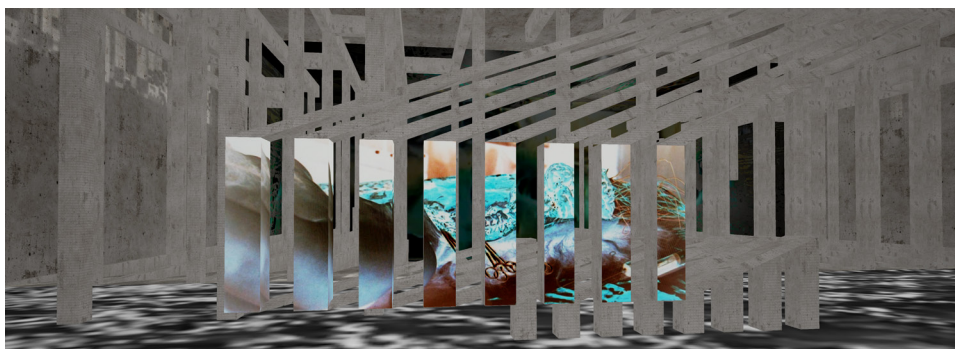


# Virtual Dream Center

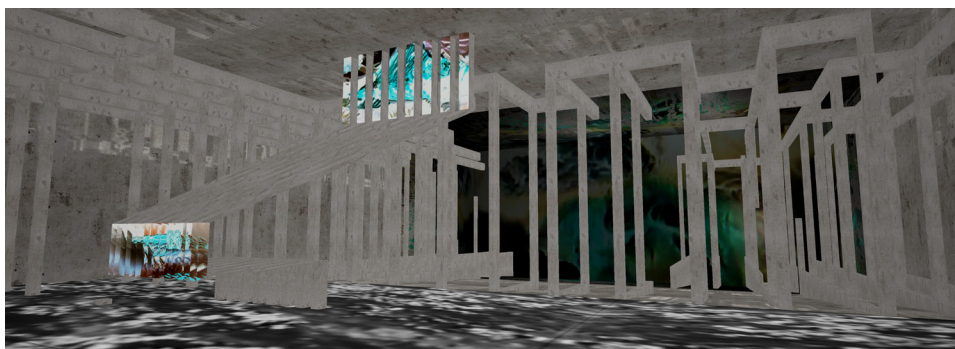
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## 1.0 : portfolio

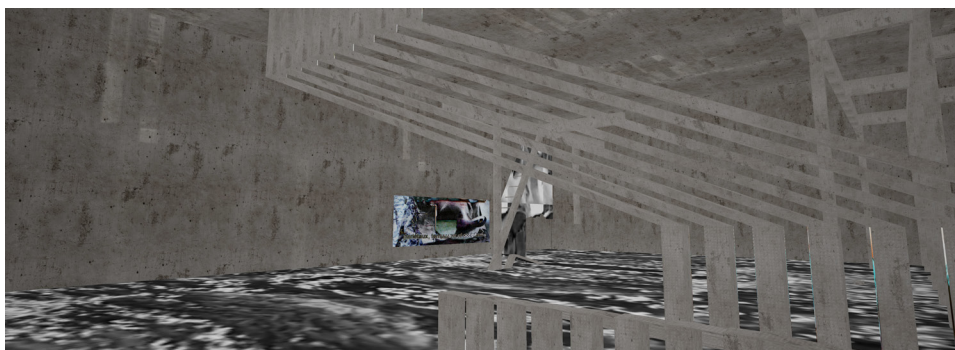
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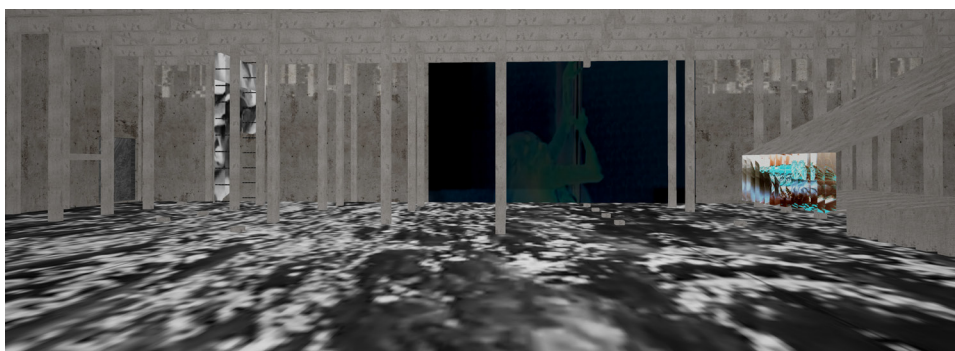
Anne-Charlotte Yver,  
«Storage Facility»,  
exhibition view



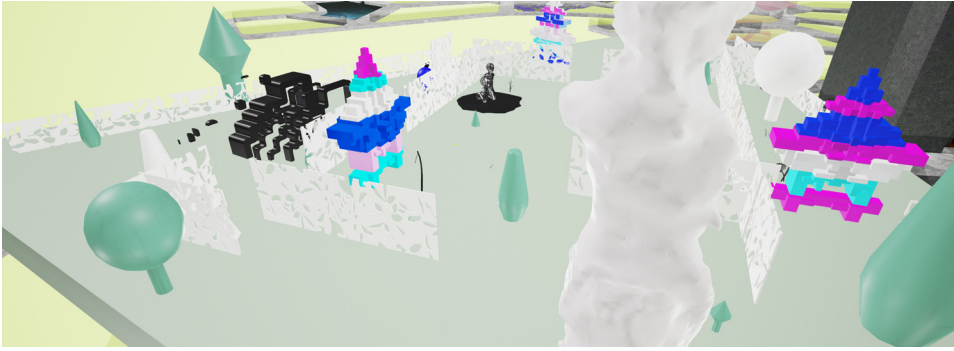
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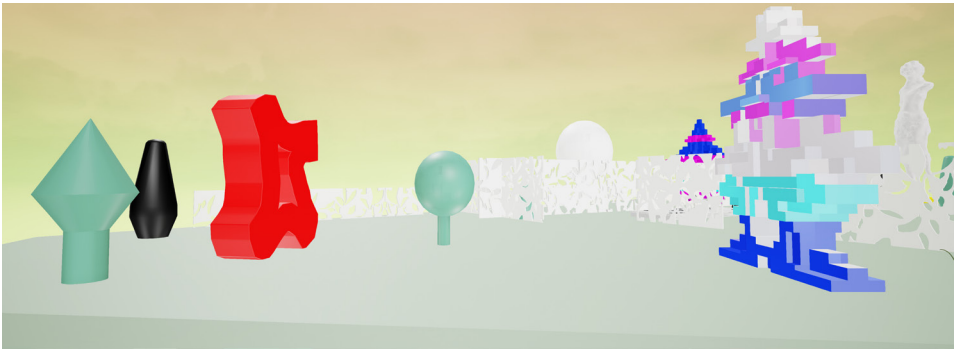
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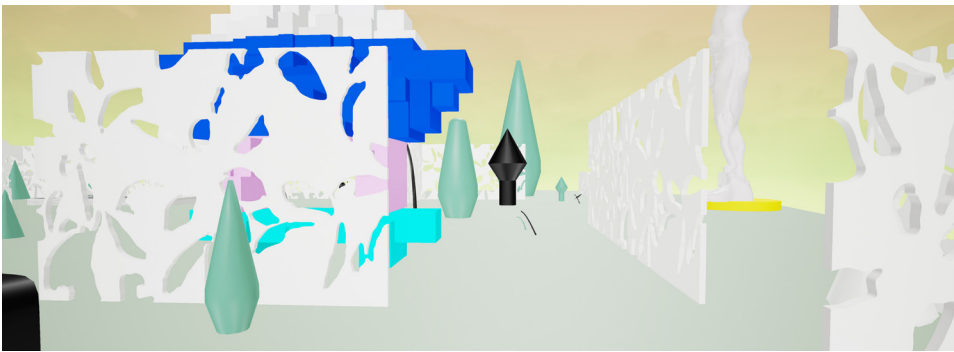
Anne-Charlotte Yver,  
«Storage Facility»,  
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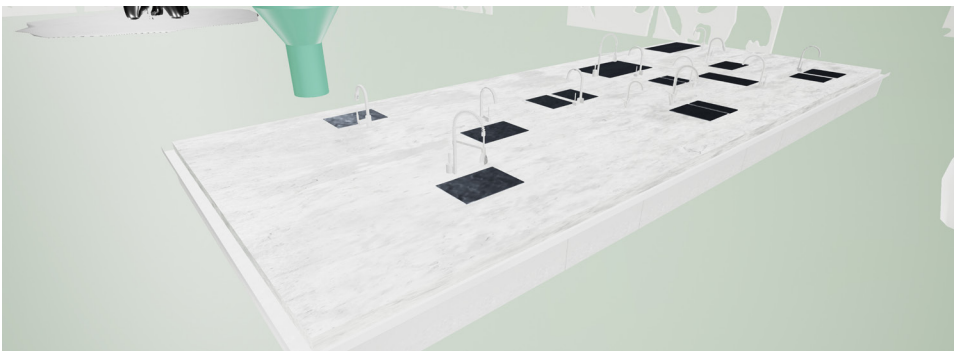
Group show,  
«Antone's Sculpture  
Garden»,  
exhibition view



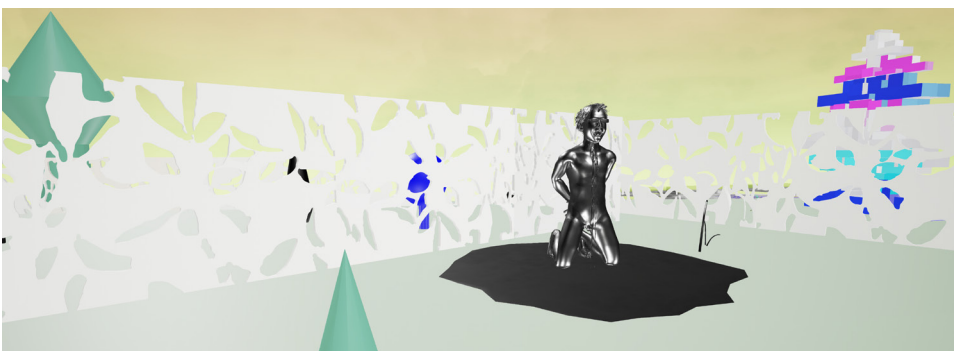
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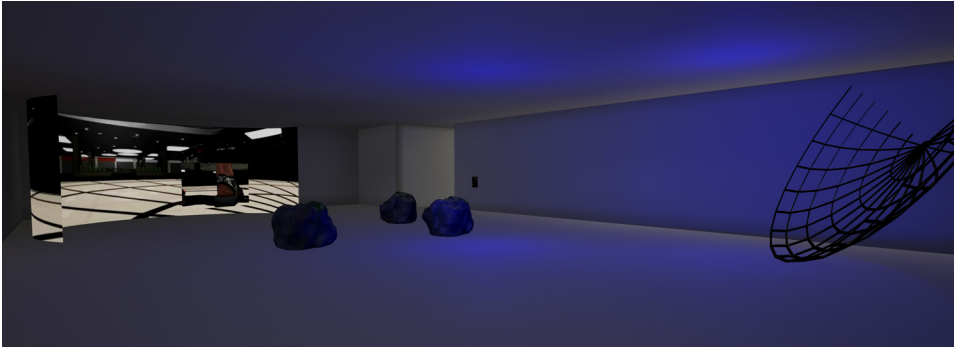


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exhibition view

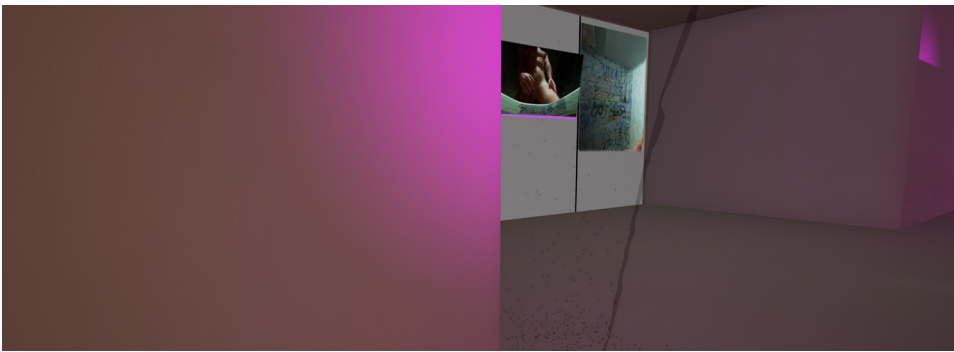




Nicholas Steindorf,  
«Zach\_Version.1.0»,  
exhibition view



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«Zach\_Version.1.0»,  
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exhibition view



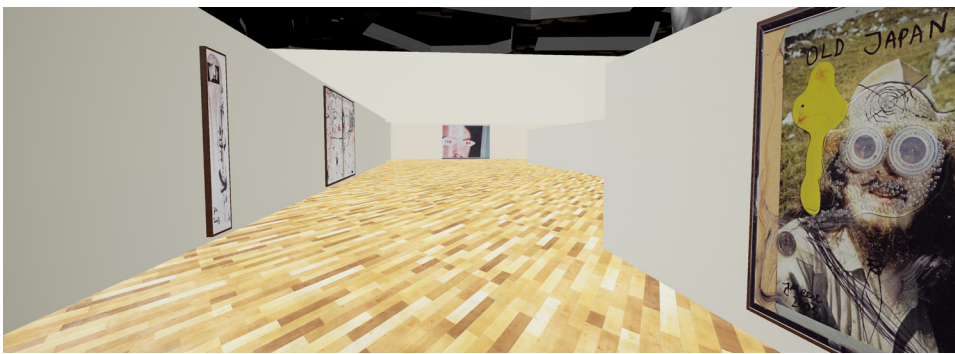
Nicholas Steindorf,  
«Zach\_Version.1.0»,  
exhibition view



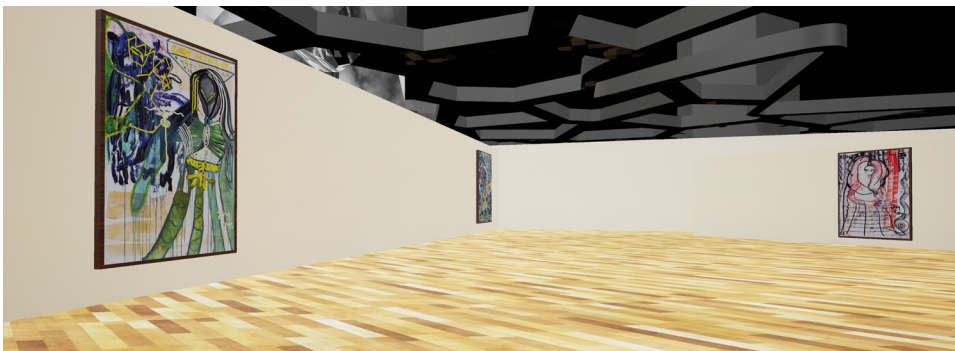
Jonathan Meese,  
«Extension of the  
Dictatorship»,  
exhibition view



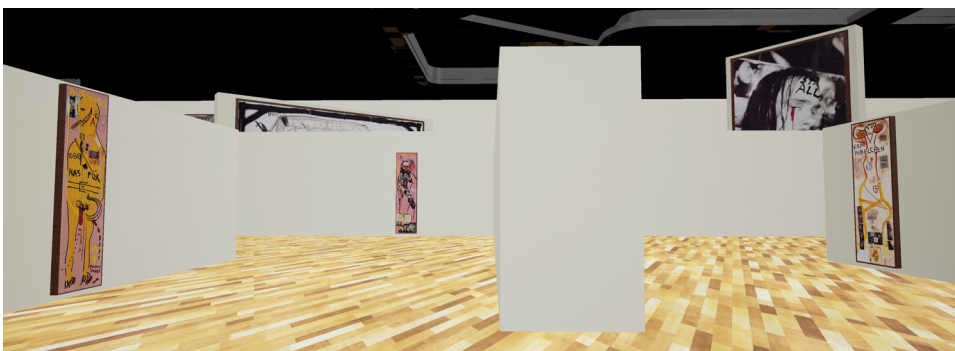
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Jonathan Meese,  
«Extension of the  
Dictatorship»,  
exhibition view

# Jonathan Meese

## Extension of

# the Dictatorship

Text by Elisa Rigoulet

« Dear little people,  
Art is actually a system of government  
(actually the sexiest one). Realize for  
once and for all that art must lead. Art  
will overcome and replace all forms  
of government, isn't that great? »

Everything is suspended in the work of German artist Jonathan Meese, as shown at the Virtual Dream Center. The floating atmosphere contains inside it the idea of lifting off. The architecture, enveloped by the looping sound of a synthesizer, pulls its constructions, its rails, upwards. Everything, down to the vertical orientation of the paintings, seems tempted to lift off.

The Extension of Dictatorship project gathers images and reproductions of paintings by Jonathan Meese. Drawn from catalogs, scanned, and reproduced in 3D, these pieces make up a new phase of the artist's work, an extension of his leadership into a great open magazine, unfolding into space, into the model of an exhibit already underway.

We could be here or anywhere, between

photocopies, facsimiles and worn materiality. The inventory here shows the power of multiplying the artist's works, while at the same time demonstrating his ability to go beyond mythologizing. What becomes of the subject, if the subject only operates in the greatest state of dispossession? In a state of frontal brutality, thick like the coats of paint on the canvas, enraged. Inside this cemetery, fossilized in these rivulets, objects, pieces of cloth, photos, hair ties, newspaper clippings and bank notes, is a particular state of chaos.

But it is this manifestation, its indexical presence that matters to us. Traces, expressions, sudden irruptions of infernal monsters, silhouettes, slogans, anger, significant dates, smears, thoughts, drippings - the architecture of this work, a massive additional cosmology, becomes like the belly of a beast, nauseating, chaotic, hot and always starving. More. An impulsive, ever-growing territory, one that swallows its own self ad infinitum, its own material being, before dissolving into the virtual realm. A colonization, a contamination, an invasion of space, over and over.

# The team of Virtual Dream Center 1.0

Art director : Jean-Baptiste Lenglet

Architect : Jessica Boubetra

Production manager : Thomas Fort

Project coordinator: Antone Künst : Antone Künst

Game designer : Merlin Ismet

Game designer : Vianney Le Saux

Game developer : Nicholas Steindorf

Sound designer : Julien Loubière

Typographer : Thomas Rochon

Web designer : Thomas Brodusch