

Berlin, September 6, 2008

Berlin Ambush Votings
by Susanne Berkenheger

The Berlin Ambush Votings are inspired by two big events: The US Presidential Election 2008 and the first Virtual Residency at Location One. Like all the wonderful ambush marketing activities around the world, the Berlin Ambush Votings are a pure parasite work. Neither the Presidential Candidates were asked for a permission, nor were the two co-residents informed what exactly would happen to their statements which they made unsuspectingly in the Virtual Residency Blog. Nevertheless, the Berlin Ambush Votings took this nasty step. Why? Because: Of the two big 2008 events - the US Presidential Election and the first Virtual Residency at Location One -, there was nothing to be seen in the streets of Berlin. Was! Due to the activities of the Berlin Ambush Votings, this has changed totally.

In „Berlin Mitte“, the so-called creative center of Berlin, populated with hundreds of art galleries and flown-through by a lot of hipsters and tourists, passers-by were unsuspectingly attacked by notices on lamp posts, tree-trunks and pipes with slightly altered statements from the Residency Blog, each introduced with „Andy from New York says ...“ or „Hidenori from Tokyo says ...“ and the invitation to tell their opinion by tearing off one of the multiple-choice answer strips. Peoples reactions varied. Some dutifully tore off the prepared strips, others ripped the notices to pieces (out of rage?), others again removed them very carefully and now the notices are hanging on the wall at their home. So, they saved them from the rain which washed away even the most important notices.



On a website you can explore a digital photo documentation which show the notices in different stages.

Webversion:
www.berkenheger.de/bav

The Berlin Ambush Votings wish to thank their two unsuspecting collaborators Andy Deck and Hidenori Watanave as well as Location One.

Location One
26 Greene Street
New York, NY 10013

OPENING RECEPTION: September 10, 2008 6–8PM
EXHIBITION DATES: September 10–November 8, 2008
HOURS: Tuesday-Saturday 12–6PM

www.berkenheger.de