

Press release
Rotterdam, 4 February 2016

Foreword by Calla Henkel & Max Pitegoff with an upcoming talk with writer Emily Segal on her new novel-in-progress on 16 February



Calla Henkel and Max Pitegoff during the opening of *Foreword*, photo: Aad Hoogendoorn

29 January – 10 April 2016

Opening: Thursday 28 January 2016, 5 pm

An Evening with Emily Segal, Tuesday 16 February 2016, 7pm

Witte de With is proud to present *Foreword* by artist duo **Calla Henkel and Max Pitegoff** as part of *Para / Fictions*, and to announce an upcoming talk with New York-based writer and artist **Emily Segal** on Tuesday 16 February 2016.

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In *Foreword*, Berlin-based duo Calla Henkel and Max Pitegoff focus on shared fictions and the abstraction of community within entrepreneurial startups and models of creative labor. An excerpt from a **novel-in-progress** by New York-based writer **Emily Segal** (co-founder of the trend forecasting group and art collective K-HOLE and former creative director at Genius, one of the world's biggest online crowd sourced lyrics and musical databases) will be released and **installed in three parts** over the course of the exhibition, framed by a configuration of colored benches and tables pulled from spaces run by Henkel and Pitegoff over the past five years in Berlin. These tables display Henkel and Pitegoff's short story "Photography and Eating," which explores the creative classes' relationship to risk, profit, fantasy, and uselessness, drawing from their interviews and visits to startups in Berlin. The brightly colored installation recalls both the aesthetics of the start-up offices they visited, and those of early 2000's relational art practices, offering a non-work space in the ground floor gallery of Witte de With. Hosting two parallel semi-fictional narratives weaving in and out of truth in a nod to internet-era journalism and digitally circulated texts, *Foreword* sees Henkel and Pitegoff perversely position text as art object.

Foreword is presented as the first iteration of *Para / Fictions*.

Curators

Defne Ayas, Natasha Hoare

An Evening with Emily Segal

Tuesday 16 February 2016, 7 pm

Location: Witte de With Center for Contemporary Art

New York-based writer and artist Emily Segal reads excerpts from her novel-in-process, which is currently on view in *Foreword*. She is joined by artists Calla Henkel and Max Pitegoff to discuss both the texts and the exhibition, as well as ideas around 'shared fictions' and creative economies.

Para / Fictions

29 January 2016 – 9 April 2017

Foreword is part of *Para / Fictions*, a cycle of sustained investigations taking as its focus the relationship between literature and visual art through the practice of six artists; Calla Henkel & Max Pitegoff, Mark Geffriaud, Laure Prouvost, Oscar Santillan, and Lucy Skaer.

Each project on display presents a different artistic methodology, constituting a combination of each artist's visual interests and literary underpinnings, to seek the viability of repositioning 'reference' as 'form', 'translation' as 'co-authorship'.

About Calla Henkel & Max Pitegoff

Calla Henkel (1988, US) and Max Pitegoff (1987, US) have worked collaboratively since attending Cooper Union School of Art in New York, both graduating in 2011. From 2013 until 2015 they ran New Theater in Berlin. Pitegoff and Henkel have had solo exhibitions and performances most recently at the Whitney Museum, New York (with New Theater) and Galerie Isabella Bortolozzi, Berlin (both 2015). Their work has also been exhibited at, among others, Kunsthalle Wien, Museum Morsbroich, Kunsthalle Bern and the Museum of Contemporary Art North Miami.

About Emily Segal

Emily Segal (1988, US) is an artist based in New York and the former creative director of Genius, one of the world's biggest online crowd sourced lyrics- and musical databases. She co-founded K-HOLE, the trend forecasting group and art collective. Previously, Segal was a strategist for corporate branding projects at Wolff Olins. She has lectured on branding and consumer culture at the DLD conference, MoMA PS1, the Serpentine Gallery, and TEDxVaduz, among others.

Support

Para / Fictions is supported by AMMODO.

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About Witte de With Center for Contemporary Art

Witte de With Center for Contemporary Art is an international public institution with Rotterdam as its home base. Established in 1990, Witte de With explores developments in contemporary art worldwide. Witte de With has been commenting on the social and political predicament since its inception through the presentation of curated exhibitions, symposia, live events, educational programs, and a bold publishing arm.

Contact Witte de With

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