

# TOTEM AND TABOO

## Presstext

Totem and Taboo is an exhibition exploring the relationship between art and design. Since the 1960s, artists have been openly influenced by objects and persons from the field of design and have integrated designers items into their works, some of the best-known exponents being Donald Judd, Franz West and Richard Artschwager. Conversely, designers have also appropriated concepts and elements of the art world. The exhibition concentrates on a second generation of artists and designers active today. They include Tatjana Trouvé, Jeppe Hein, Michaela Meise, Johannes Wohnseifer, Michael Sailstorfer, Ettore Sottsass, Jerszy Seymour, Stephane Barbier Bouvet, Martino Gamper, Osko+Deichmann, Jörg Hundertpfund, Clemence Seilles and Judith Seng.

Aligning itself with the popular description of design as “applied art”, Totem and Taboo takes the hypothetical position of art functioning as a close relative of design. That metaphor of “family” brought WAASO, the workgroup of authors and curators responsible for the project, to the title Totem and Taboo. The phrase was coined by Sigmund Freud in 1910, at the very beginnings of modern design. He defines “totem” as an object representing an absent relative, while “taboo” reflects a fear of incest or improper relations within the family. Though not referring directly to art and design, WAASO has interpreted the text as an appropriate model to view the relationship between these two creative disciplines.

complexity and  
relationships  
between  
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<b>Title:</b>	TOTEM AND TABOO complexity and relationships between art and design
<b>Curator:</b>	the workgroup WAASO - Alexandra Waldburg, Elena Agudio, Bessaam El-Asmar, Stefanie Seidl, Tido von Oppeln
<b>Collaboration:</b>	Galleria Blanchaert (Milan), Galerie Johann König (Berlin), Institut für Formforschung, Werkbundarchiv - Museum der Dinge
<b>Patronage:</b>	Goethe-Institut Mailand
<b>Sponsors:</b>	Dornbracht, FSB, modulbox
<b>Mediapartner:</b>	monopol - das Magazin für Kunst und Leben stylepark - das Portal für das Beste aus Design, Architektur und Material independent collectors - online platform for art collectors
<b>Venue:</b>	Oratorio della Passione, Basilica Sant'Ambrogio, Piazza Sant'Ambrogio, Milan
<b>Press Preview:</b>	Tuesday, 13 April, 5.30 pm
<b>Opening:</b>	Tuesday, 13 April, 6.30 pm
<b>Opening hours:</b>	14 April to 17 April, 11am - 8pm and Sunday, 18 April, 11am - 5pm

13 -18 April during  
Salone del Mobile 2010  
Oratorio della Passione  
Basilica Sant'Ambrogio  
Piazza Sant'Ambrogio  
Milano

Alexandra Waldburg  
Elena Agudio  
Bessaam El-Asmar  
Stefanie Seidl  
Tido von Oppeln

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