

999FOUNDATION

PUBLIC PROGRAM

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SEEDS&CHIPS
WORLD FOOD INNOVATION FORUM
MAY 8-11, 2017 - MILAN

999FOUNDATION
PUBLIC PROGRAM

PRESENTS
ANDREAS GREINER

308

FUTURE HERITAGE OF INTENSIVE GROWING

Curated by Stefano Antonelli - 999Contemporary
Promoted by 999Foundation & Cultura Italiae
in Partnership with Montenovi



Ambasciata
della Repubblica Federale di Germania
Roma

Under the patronage of
the Embassy of Federal
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Rome



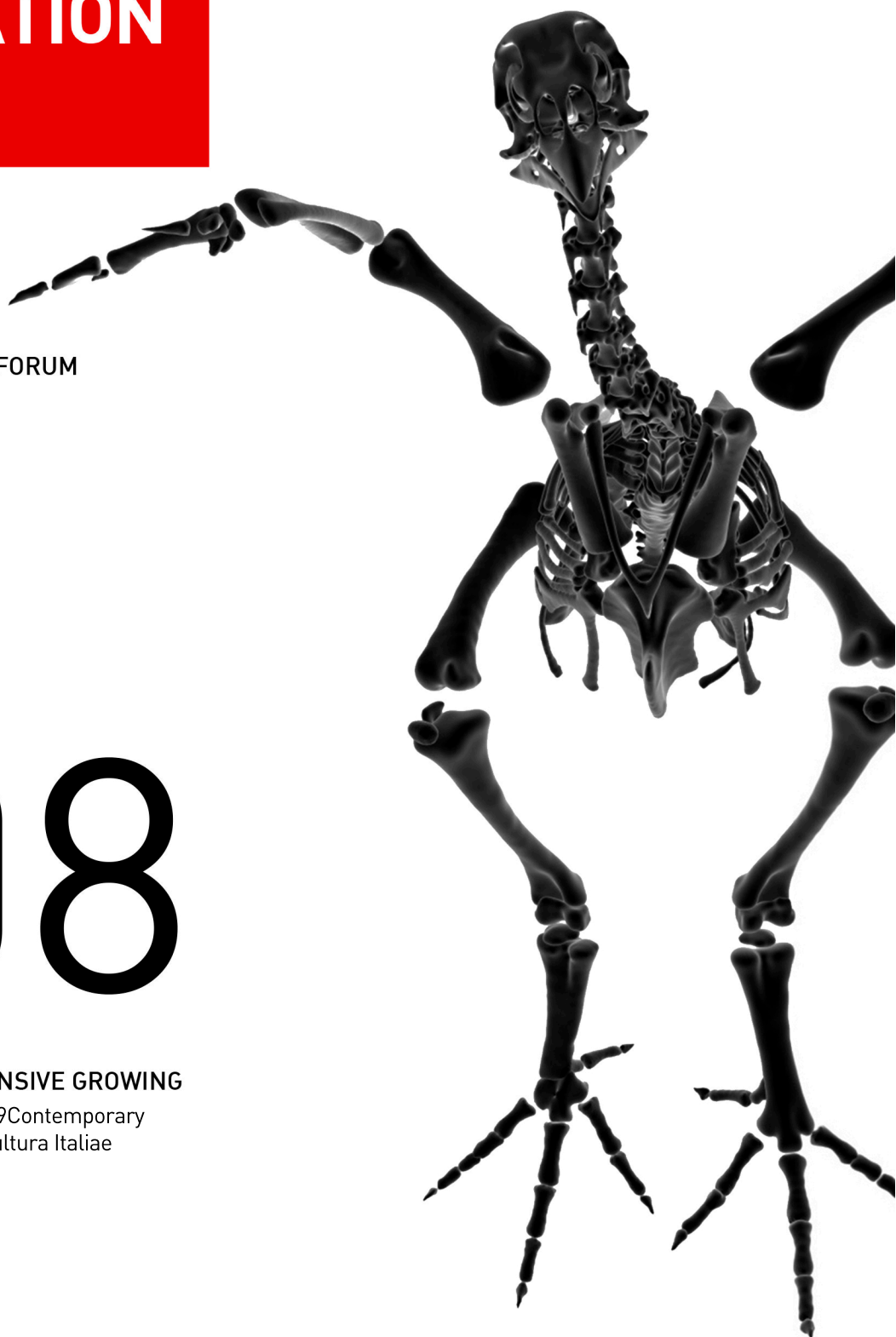
Consolato Generale
della Repubblica Federale di Germania
Milano

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When we interact with art, it is within the confined institutional spaces of museums and galleries, the white cube lending its otherworldly aura to the art we experience. The organisation I have had the honour to chair has taken it upon itself to examine this dichotomy between art and everyday life, focusing on the central question, which is as rhetoric as it is inevitable: Can art shape, influence and even improve real lives of people? We think so, and we hope we can convince you too...

Food culture is becoming a more and more societal concern and it is for this reason that we wanted to offer our contribution to the annual food innovation summit Seeds & Chips: A reflection on industrialised meat production and breeding techniques, which are so characteristic of our times. Thus our contribution to raising awareness for the ethical implications of our diet carries the name of a specific man-made breed of broiler chicken: Monument for the 308. The nearly 7 meter skeleton stands towering over the conference like an ancient dinosaur, only this species is not extinct - yet. Andreas Greiner, a Berlin-based artist who investigates the perimeters of sculpture of time and natural processes, speculates upon a possible archeology of the future: If dinosaurs are a symbol of the mesozoic era, genetically altered chicken would be a symbol of the Anthropocene.

This monument shall call into mind and stimulate public debate about the cultural and ecological heritage we are inheriting to future generations. For Monument for the 308 plays on the art historical traditions of monumental sculpture, of natural history museums and of public memorials to symbols of political history. And the future of food is undoubtedly a political question. One which will be answered in the years to come, hopefully with a resounding 'yes' to a sustainable agriculture and meat consumption – in order to safeguard the earth that shelters us and our children.

WE ❤️ 308
Francesca Mezzano & Stefano Antonelli



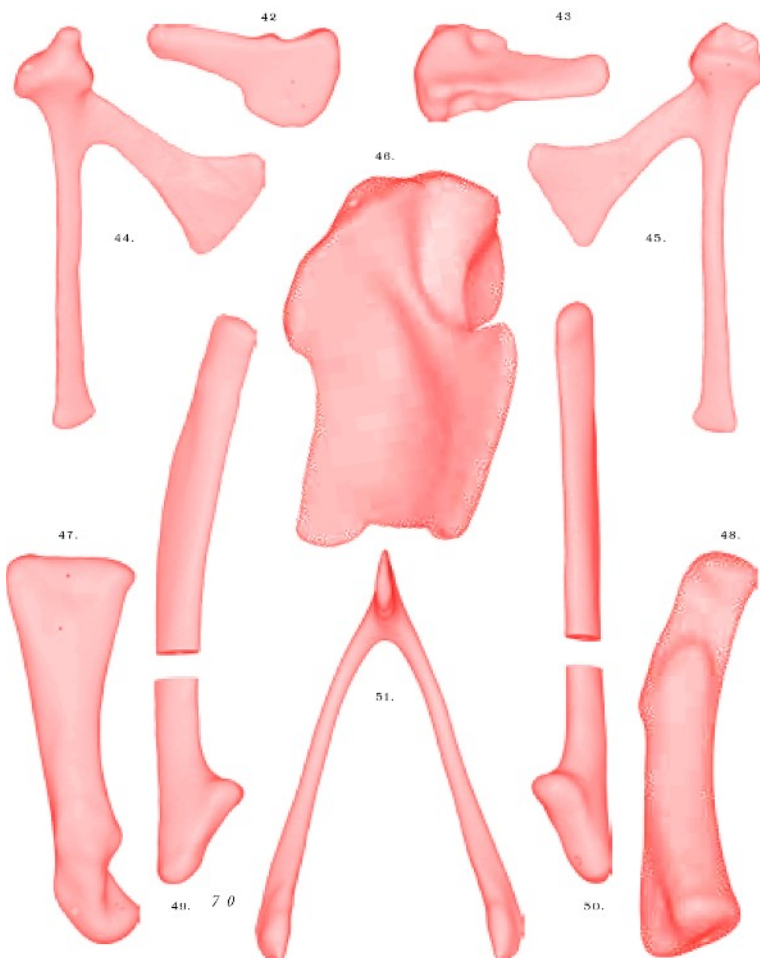
Andres Greiner, 2016
MONUMENT FOR THE 308
High definition CT-scan of a
dead-found broiler chicken,
3D print.

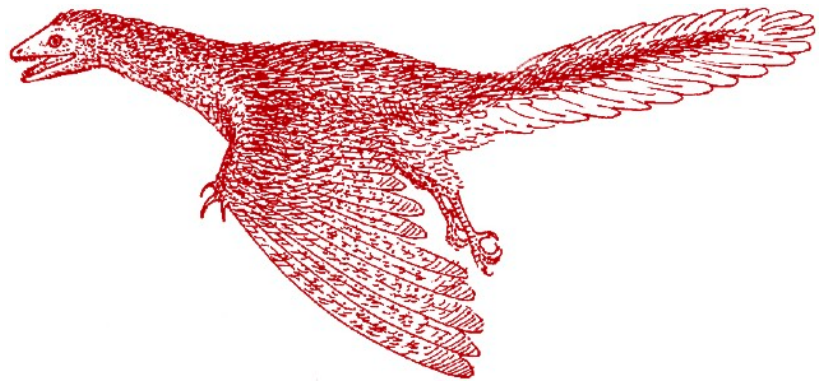
THE HERITAGE OF INDUSTRIALISED BREEDING/ HUMAN INTERVENTION IN TO NATURE

MONUMENT FOR THE 308 is the name of Andreas Greiner's temporary installation curated by Stefano Antonelli for Seeds&Chips – World Food Innovation Summit. It is a memorial to a contemporary dinosaur: The broiler chicken. This monumental sculpture resembles a dinosaur in a natural history museum. Only this animal, a common broiler chicken of the type ROSS 308, is not extinct like its prehistoric ancestor the Archaeopteryx. Today they are bred in staggering numbers with an

anatomy manipulated to serve the growing human meat consumption. Monument for the 308 acknowledges this animals singular identity.

The work was originally exhibited on occasion of Andreas Greiner's 2016 solo exhibition "Agency of the Exponent" in the Berlinische Galerie, a contemporary and modern art museum in Berlin. It is 6,50 mt tall and is an exact replica of the skeleton of a dead-found broiler, which the artist then froze for stability and conservation and then scanned through a CT scan, as is used in hospitals to create a 3-dimensional digital reproduction of the bones. This rendering was enlarged 20 times (20:1) and the data transferred to a 3D printer to produce the single bones.



CURATOR'S NOTES

Broiler chicken in 1957 weighed on average 905 grams, in 1978 it had increased to 1808 grams and in 2005 reached a stately 4202 grams. This hybrid breed puts on a huge amount of muscle within the first weeks of its life, at which point the young birds are ready for slaughter. Forecasting this trend, we can assume the common broiler chicken will indeed become the next dinosaur – at least in size, as extinction will only occur if humans were to stop breeding these chicken.

We must acknowledge the debt we owe to this animal, which suffers multiple organ deficiencies and deformities due to its unnatural muscle growth. Ross 308 has nourished billions of people with cheap and abundant protein. Andreas Greiner's monument honours this pillar of society and imagines a future in which we will grant animals the same 'human' rights, as we grant ourselves. For what dwells in our human hearts, dwells in the hearts of every living being.

Stefano Antonelli

ANDREAS GREINER



Andreas Greiner examines time-based and living sculpture, whereby the form of the work is in constant flux, shaped by natural and physical processes. By incorporating dynamic, natural, living variables, the traditionally static genre of sculpture is re-defined and expanded. Works are created in co-authorship with natural phenomena, always unpredictable, volatile, ephemeral. Living beings, humans and their reciprocal impact onto each other and their surroundings (previously called nature) stands as a metaphor of our contemporary age and future archaeology. Collaborations with scientists and experts in their field (3) help to broaden and deepen the scope of the work into areas of specific knowledge.

www.andreasgreiner.com



Andres Greiner, 2016
MONUMENT FOR THE 308
High definition CT-scan of a dead-found
broiler chicken, 3D print.

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Seeds&Chips - World Food Innovation Summit
May 8-11, Milan - Italy

Monument for the 308
Andreas Greiner, 2016
High definition CT-scan of a dead-found broiler chicken, 3D print.

Curator: Stefano Antonelli
Set up: Johannes Klever, Julia Möbus, Salvo Ligama
Photo credits: Theo Bitzer

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