

Mediation project:

>Mediation card< by Julia Schäfer

Alongside the exhibition *Der zweite Blick* (The Second Glance) 2004, an exhibition which considers perceptions or observations of art as a theme for artistic work, the mediation card was developed in collaboration with graphic designer Annalena von Helldorff. The card is intended to present visitors to the exhibition a reference for or possible suggestions for how to approach the work and also develop a multifaceted understanding of the works and exhibition. There have been attempts in the past to create rules for the consideration of art, and in 1779, Daniel Chodowiecki developed a "Bilderknigge," a do's and don't's list for art-perception. In his "Bilderknigge", Chodowiecki attempted to classify all knowledge of art as either right or wrong. Advocate, Detmold from Hannover, promised the general public in 1833 that they could become connoisseurs in only three hours through his guidance to art and art connoisseurship. The GfZK makes no such promises. There are fortunately no steadfast rules for the interpretation of art. The Vermittlungscard, however, can provide the interested viewer with questions to ask throughout the exhibition, which will invite or prompt a better understanding of contemporary art. For example: What does the art work have to do with me? Why would this work be exhibited in this house or included in this exhibition? Does the work remind me of anything I know? Under which social context would this work have been created? The mediation card is the size of a check card and will be handed to every visitor when he/she purchases tickets. The actual mediation or connection to the art is shaped by each individual visitor and their answers to the questions.