

Press release on the project Artwall 2016

Uli Westphal
Delicious

On view **Oct 4th – December 2nd, 2016** at **Artwall Gallery**.

Artist reception: **Tuesday, Oct 4th, 18:00**, at floating bar U Bukanýra, nábřeží Ludvíka Svobody 1.

In cooperation with the Zachraň jídlo (Save Food) initiative Artwall Gallery introduces the exhibition entitled Delicious. The exhibition by German artist Uli Westphal features photographs of fruits and vegetables that have been rejected by commercial markets because they don't fit the established aesthetic marketing standards. This is a very dangerous trend that leads to massive waste of produced food.

According to the artist: "We only utilize a tiny spectrum of the varieties that still exist and we only eat a fraction of the harvest. Much of it is wasted, often due to purely cosmetic marketing standards. With it we also waste the energy, labour and resources that were spent to grow the produce in the first place. We overproduce and globally waste one third of the food we grow. In the process we poison our rivers, erode our soil, deplete our resources and extinguish biodiversity."

The exhibition seeks to address these issues and appeal to consumers who can in turn influence retailers playing an important role in setting the standards. Appreciating unusual looking fruits and vegetables can do real good on many levels both globally and locally. Hence the exhibition's motto: "EAT WONKY!"

About the artist:

Uli Westphal is a visual artist based in Berlin, Germany. His works deal with the way humans perceive, depict and transform the natural world. He is especially interested in how misconceptions and ideologies shape our view of nature. In recent years he has focused on the portrayal and transformation of nature through the food industries.

About Zachraň jídlo:

Zachraň jídlo (Save Food) is a group of activists that stirs up a debate about food waste in the Czech Republic. They aim to provide information, education and solutions to all participants in the production, distribution and consumption of food. Zachraň jídlo points out social, economic and environmental impacts of food waste and raises public awareness. In June 2016 the group launched a campaign called Jsem připraven (I'm Ready) promoting wonky fruits and vegetables.

www.ulivestphal.de
www.artwallgallery.cz
www.zachranjidlo.cz
www.jsempripraven.cz

Curator: Lenka Kukurová, lenka@artwallgallery.cz, Zuzana Štefková, zuzana@artwallgallery.cz

Contact Zachraň jídlo: Anna Strejcová anna.strejcova@zachranjidlo.cz

Media contact: Pavla Kroupová, info@artwallgallery.cz

The present exhibition program is implemented by c2c circle of curators and critics under the patronage of the Prague City Councilor, Jan Wolf.

The project is realized with kind financial support of the Czech Ministry of Culture and the City of Prague.

The project partner is the City of Prague.

The media partners are Radio 1, Artmap and Goout.