

vermöbeln/furniture fury is a humorous piece of art on a tough subject. Everyday life is or can be tough. Advertising, which is present everywhere in our daily lives, (who lives outside an advertising environment?), certainly doesn't make things any easier. It plays with our needs by offering solutions to non-existent problems. It penetrates deep into our hearts.

Having wild children is tough. Raising wild children without a proper mum-and-dad-family-concept is tough and even tougher when your own emotional legacies (die Gefühlserbschaften) tell you: parenting can be seductive, photography loves idealization (true?), family ties are not per se much fun. (My grandfather, Reichsjugendführer Baldur von Schirach, tried to educate the German youth to prepare them for war. My great-grandfather is Heinrich Hoffmann, who knew that photography is accompanied by authenticity and authenticity is good for propaganda/public relations).

On the one hand I refused to be the mother who tells the kids to stop fighting and to start to behave. On the other hand I refused to allow the ad-world surrounding my family to work on our (or my?) ideas and expectations of family life, good and bad emotions, (female) gaze, art and motherhood. I wanted to gain freedom and give freedom.

As a further exploration of my self-initiated examination of the images of my boys romping around wildly, this 108-part collage work was born. According to the years in which their photos were taken, I cut out the fighting children and glued each photography into glamorous furniture magazine advertisements printed in the same year. Finally, I compiled my own issue, featuring a selection of 48 collages and a literary text about the genesis of my artistic work, and printed an initial run of 500 copies.

All ads are taken from the journalistic, trend-setting (see self-promotion) but already obviously quite bourgeois *Zeitmagazin*, which is published as a supplement to the German weekly newspaper *Die Zeit*.

The word "magazine" describes an exclusive store, a journalistic publication (radio/audio, print, digital), a storage, a warehouse for goods and weapons, the part of a firearm that holds ammunition, but also the part of a camera that holds the film. A magazine can thus be filled with diverse content and reveals its contents in various ways. My magazine is filled with my art: each image is one-of-a-kind and, at the same time, easy to reproduce. Strangely the ads for the high-end sofa sets have remained unchanged over the years (classic design, classic ads-photography,

representing after all: the ideal world), while my (tremendously nice) children have grown up and are now (still tremendously nice) almost adults. Sometimes I have the wonderful feeling that I've outwitted the power of my emotional baggage by working my way through like a beaver or a pill bug.

vermöbeln/furniture fury is an endless patchwork that neither reveals a long-hidden secret nor pretends to offer a solution or a truth. My collages need a closer look: Too many layers as to put it to a single phrase.

I hope it's (more than) fun to watch.