MUDE MUSEUM OF FASHION AND DESIGN LISBON PORTUGAL + PORTUGAL ARTE 10 + FAILE
TEMPLE + LESS AND MORE THE DESIGN ETHOS
OF DIETER RAMS + HIDDEN HEROES AT VITRA
DESIGN MUSEUM + PROVINZ IN LINDAU + ROBOT DREAMS AT MUSEUM TINGUELU + 12TH
INTERNATIONAL ARCHITECTURE EXHIBITION LA
BIENNALE DI VENEZIA

PHOTOS BU GEOFF GILMORE AND DIDIER LEROI

In the upcoming months, September to November 2010, we celebrate 5 years of Vernisage TV. In September 2005 we had the idea to create a video podcast covering contemporary art, architecture and design. Why? We were fed up with the art coverage on "Old TV' and the way it was presented. We wanted to create an authentic arts coverage for "grown-ups". We didn't want a previde-intellectual host, telling us what to think about the topic presented. That's why we chose to produce "No Comment" short documentaries, that simply open a window to the art world.

During the last 5 years, the project evolved in a way we didn't even dare thinking of. We have up to 80'000 downloads a day via all of our distribution channels. We interviewed more than 580 artists, curators, dealers, collectors, architects, designers. We produced more than 790 No Comment videos and 1'000 hours of footage. We have covered exhibitions and events in Basel (that's where it all started), Berlin, Paris, London, New York, Los Angeles, Miami, Istanbul, Santa Fe, Hong Kong, Madrid, Lisbon, Zürich and in many other places. We even went to hidden places in the Alps to see art.

There were many highlights. We met our personal heroes and the heroes of our audience. Vermissage TV allowed us to meet people, famous ones and artists almost unknown. If you run such a project, you have to plan a lot to get things done. But our best friend is chance. By chance we met the most interesting people and saw the most fascinating art.

We are very grateful to be able to do what we do. Thanks to our audience and our partners. Thank you.

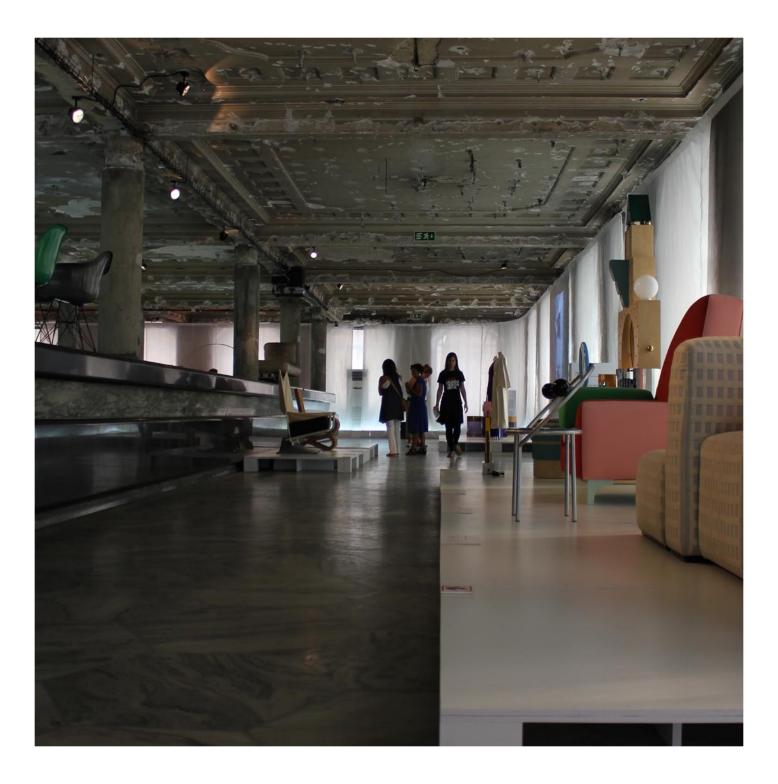
The Vernissage TV Team

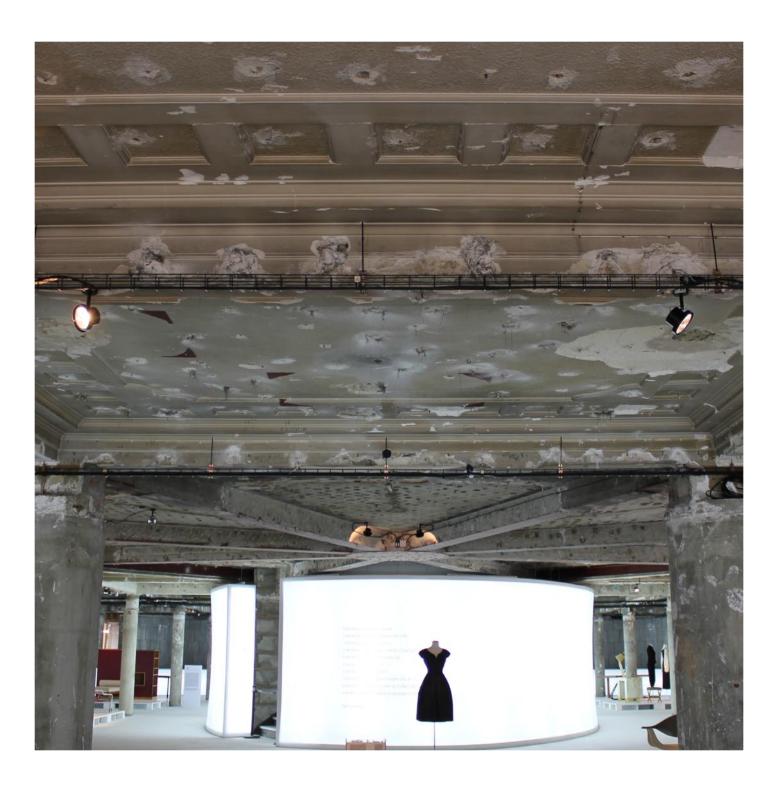
PS: To celebrate 5 years of Vernissage TV, we make you and ourselves some gifts. In this issue of our polf magazine, you will find download links to two video files in High Definition.

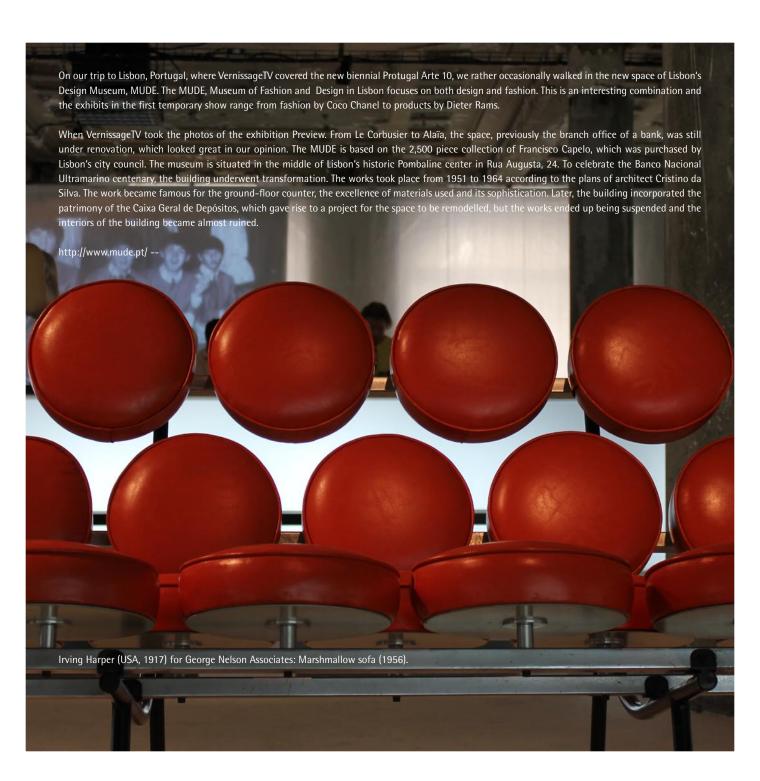








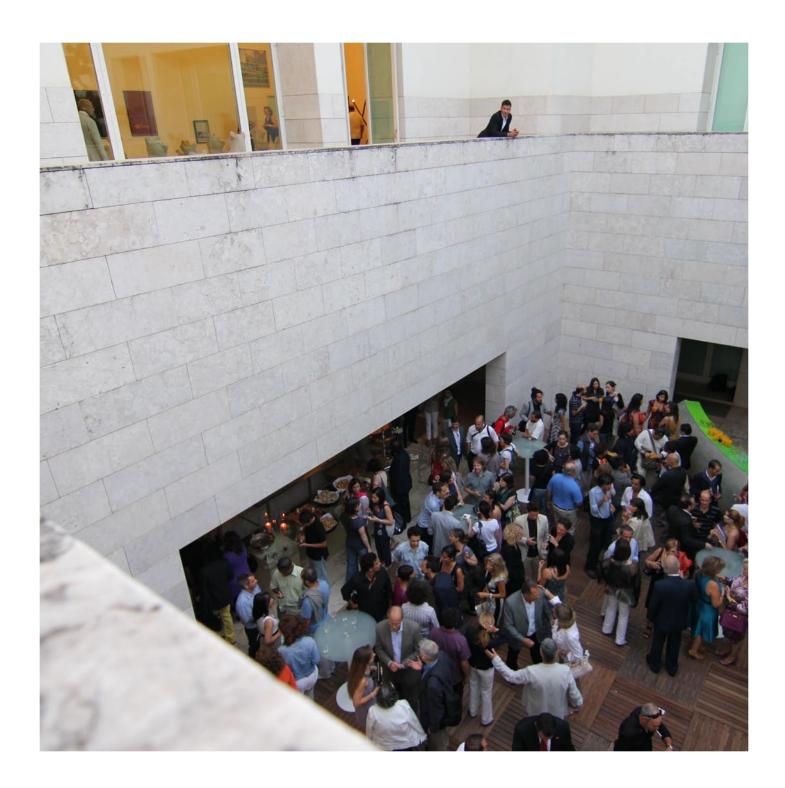


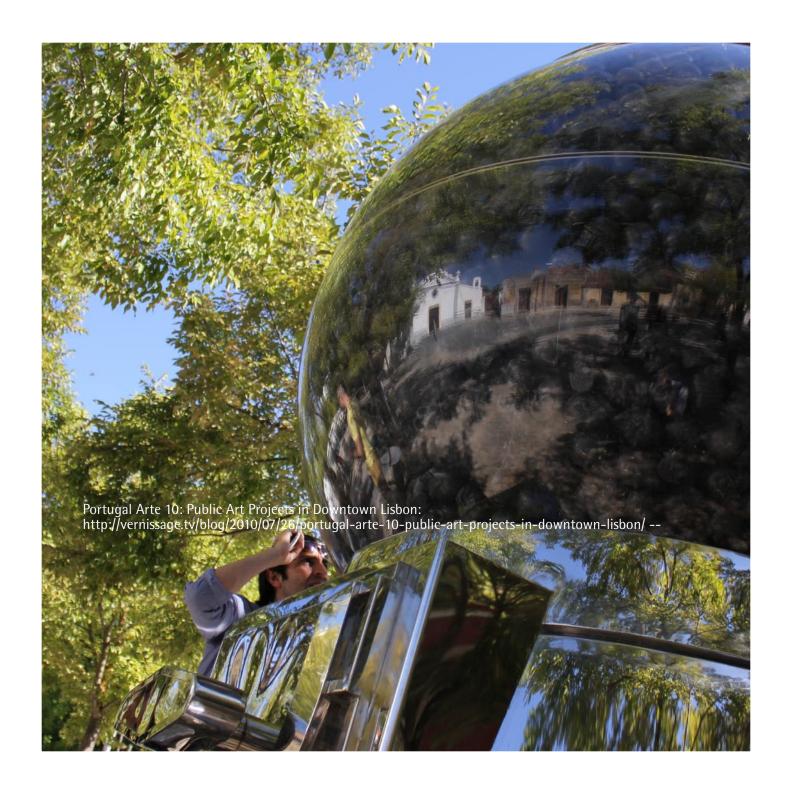






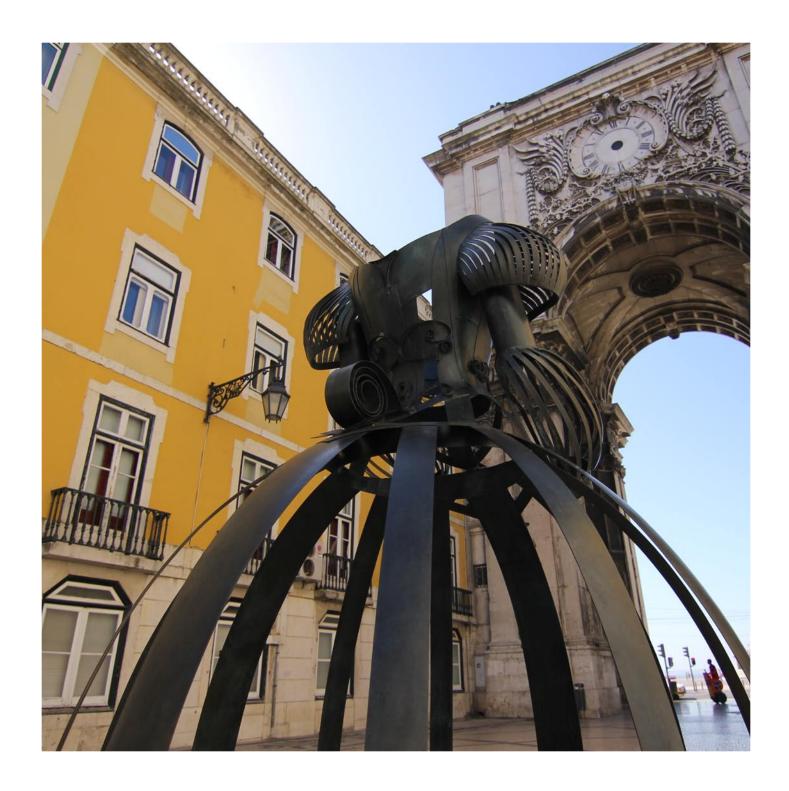






















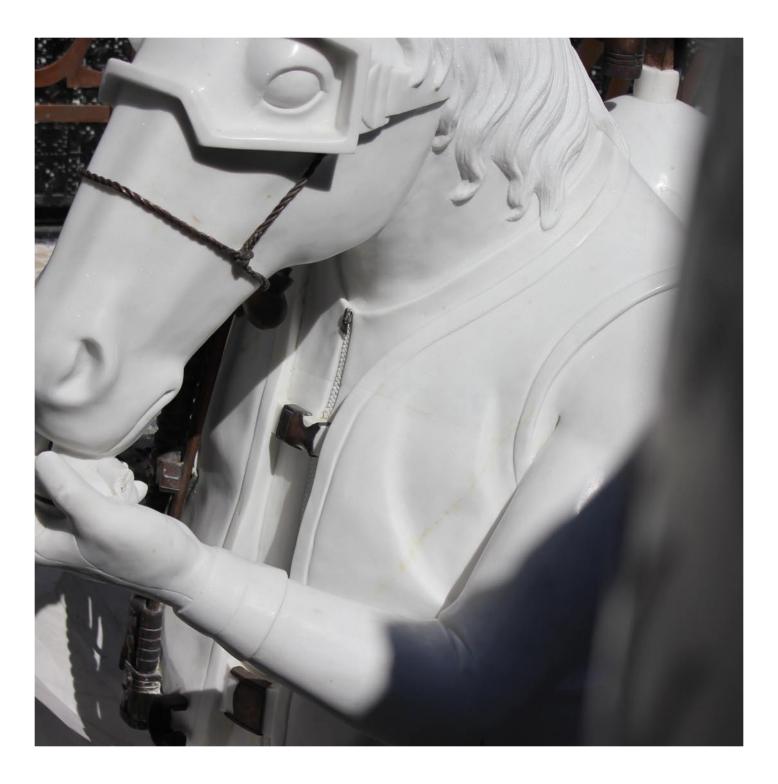












THE DESIGN ETHØS OF DIETER RAMS
MUSEUM FÜR ANGEWANDTE KUNST
FRANKFURT AM MAIN, GERMANV



He is perhaps the most influential living industrial designer of modern times and some call him the Godfather of Apple design: Dieter Rams. For design addicts the similarities in the design philosophy of Dieter Rams' designs for Braun during the second half of the 20th century and Jonathan Ive's designs for Apple are obvious, but essential parts of Dieter Rams' design language and philosophy – or ethos – have been adopted by many other designers as well. His 10 principles of good design have led to pieces of industrial design that stand out and became true classics.

Less and More: The Design Ethos of Dieter Rams is a unique retrospective at the Museum für Angewandte Kunst in Frankfurt / Main. It shows more than 500 exhibits, among them the famous Braun SK 4 record player (popularly called "Schneewittchensarg" / Snow White's Coffin because of the plexiglass hood) that Dieter Rams created in collaboration with Hans Gugelot; the 606 Universal Shelving System for Vitsœ. An important focus of Less and More: The Design Ethos of Dieter Rams is the historical as well as the design context of Dieter Rams' oeuvre, that's why the exhibition also shows works by Peter Behrens, Russian Constructivism, De Stijl, the Deutscher Werkbund (German Work Federation), the Ulm School of Design (Hochschule für Gestaltung), Hans Gugelot, Peter Raacke and Richard Sapper.

VernissageTV covered the show and produced a video that provides the viewers with an exhibition walkthrough combined with an interview with the Co-curator of the exhibition and Head of Exhibitions of the Museum für Angewandte Kunst Frankfurt, Prof. Dr. Klaus Klemp. The video is available in two versions, the full-length version and an excerpt where Klaus Klemp focuses on the Design language of the Braun product design.

In the full-length version of this segement, available after the jump, Prof. Dr. Klaus Klemp elaborates on the history of the exhibition, Dieter Rams' work for Braun and Vitsœ, Dieter Rams and his influence on other product designers, and the essence of Rams' Design Ethos.

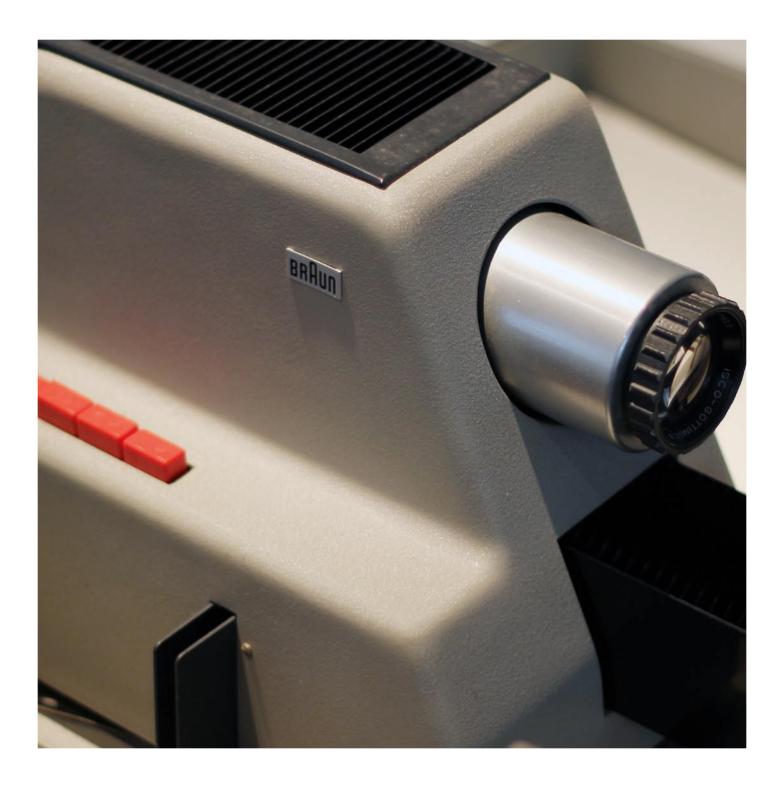


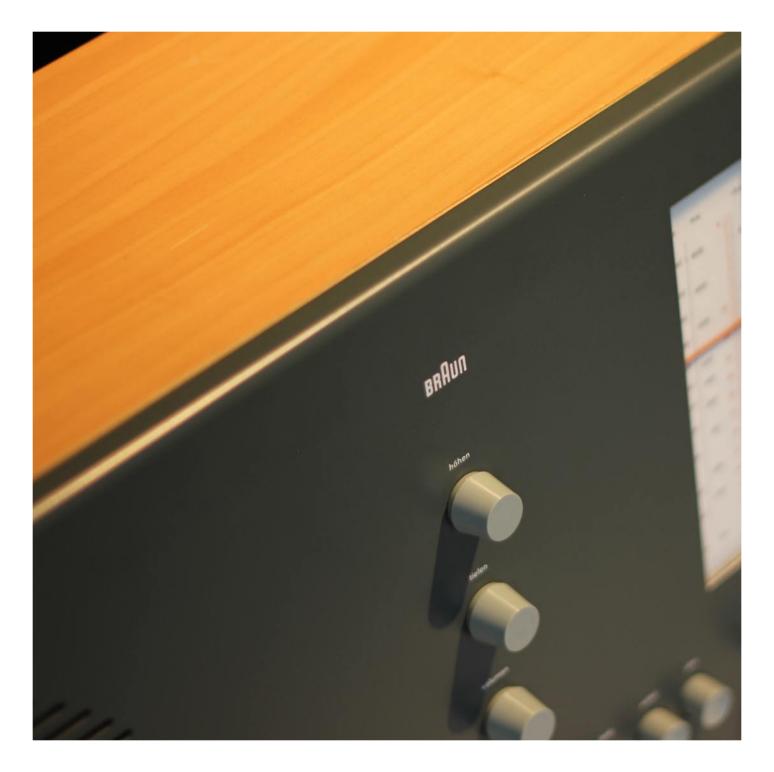










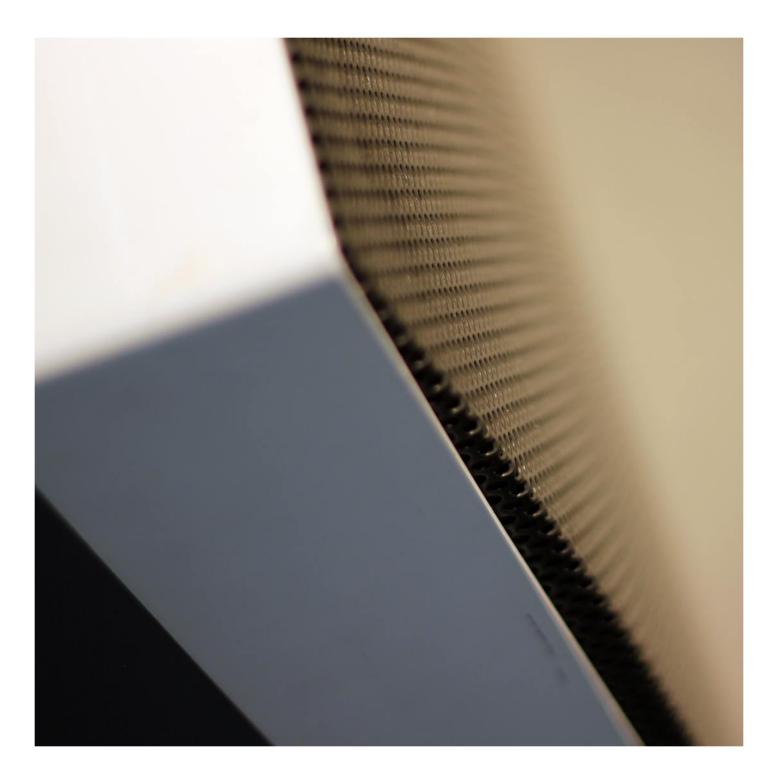
























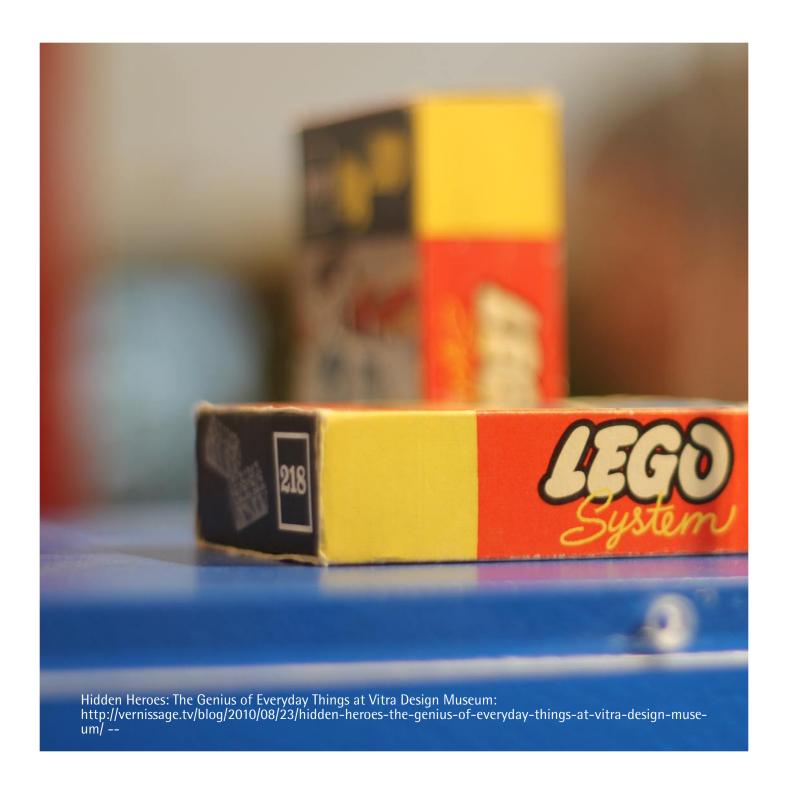


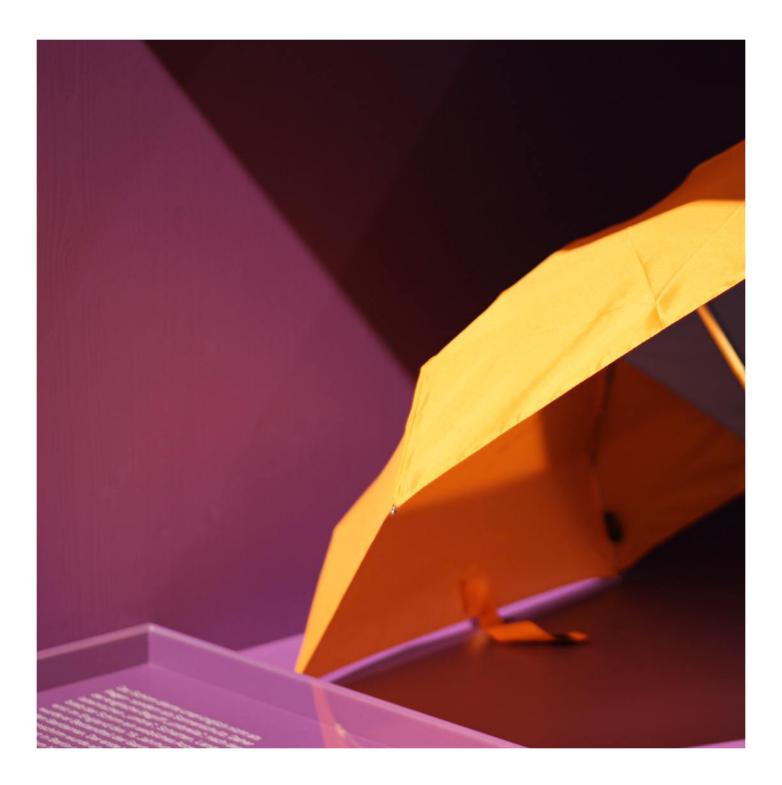
## HIDES HERDES

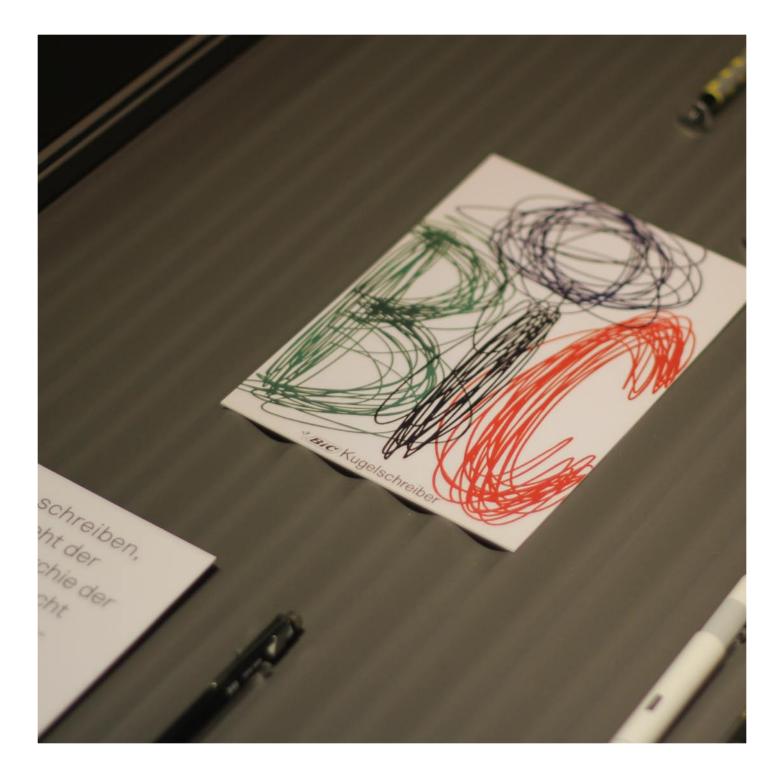
THE GENIUS OF EVERVDAY THINGS
AT VITRA DESIGN MUSEUM

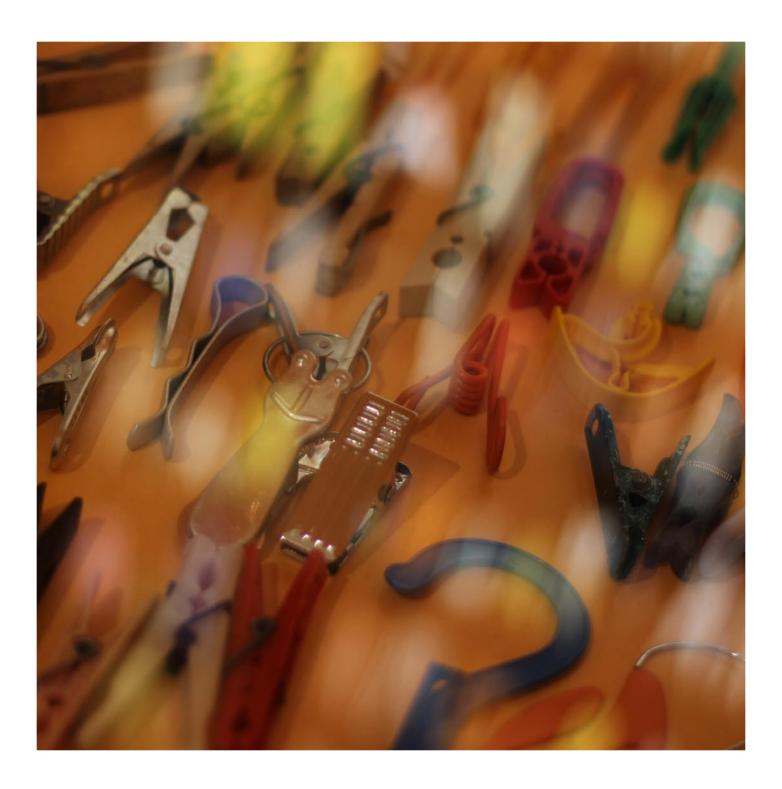














When Pharrell Williams, in an interview at Art Basel 2009, philosophied about the simple things in life, we got the message. So this exhibition is something for him: Vitra Design Museum's latest show Hidden Heroes. The Genius of Everyday Things in the Buckminster Fuller Dome at the Vitra Campus, a tribute to the products that are so common that we rarely even think about them, but make live so much easier. Their design is pure function, based on an idea that was both simple and ingenious. The tea bag, the wall plug, the tin can, the Post-it note, the tissue, the zipper...

Hidden Heroes. The Genius of Everyday Things shows 35 classics, presented in multimedia showcases together with patent specifications, print ads. ad-

Hidden Heroes. The Genius of Everyday Things shows 35 classics, presented in multimedia showcases together with patent specifications, print ads, advertisting films etc. For once, they are put in the spotlight, giving them the attention they deserve.

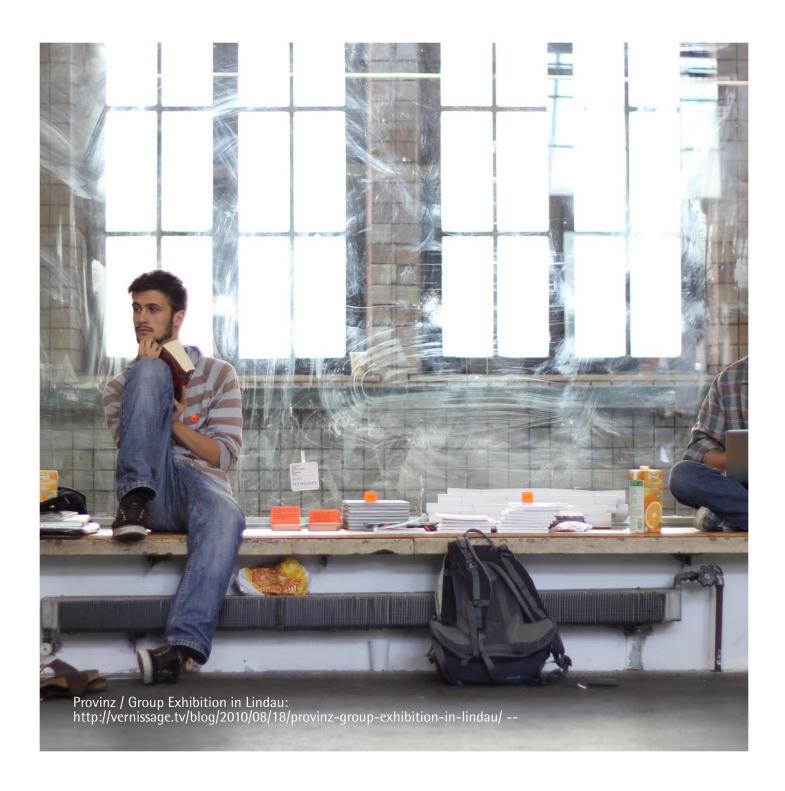
Raul Walch: Wurfsendung / Performance / Group Exhibition PROVINZ in Lindau: http://vernissage.tv/blog/2010/08/11/raul-walch-wurfsendung-performance-group-exhibition-provinz-in-lindau/ --

AN EXHIBITION IN SUMMER 2010
LINDAU-ISLAND, GERMANU



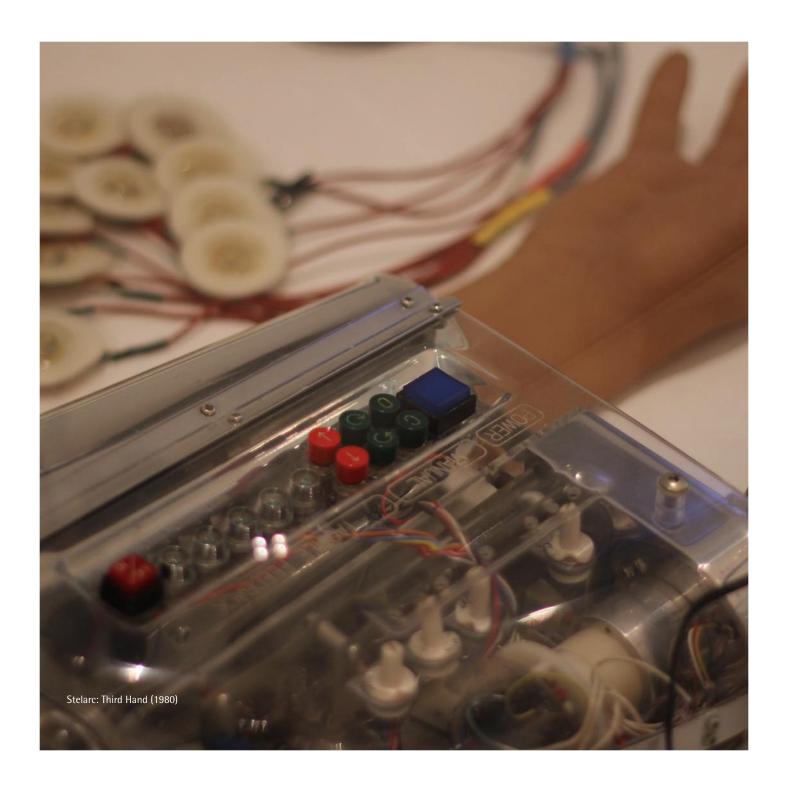




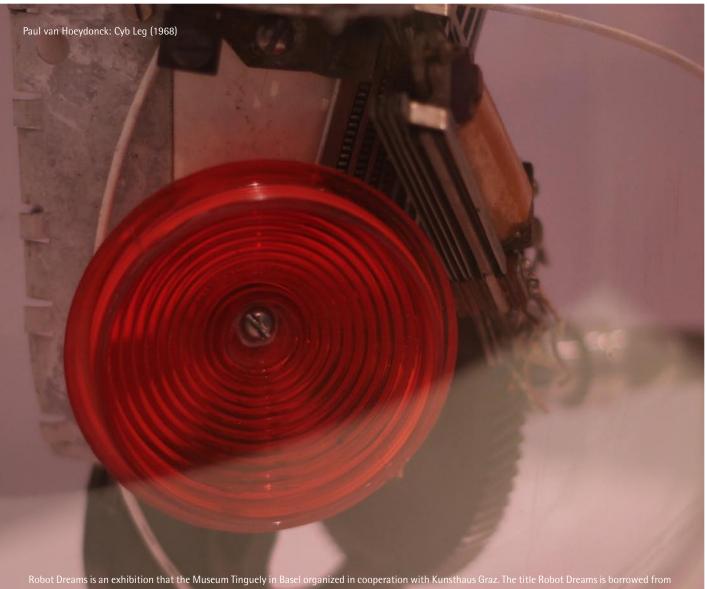




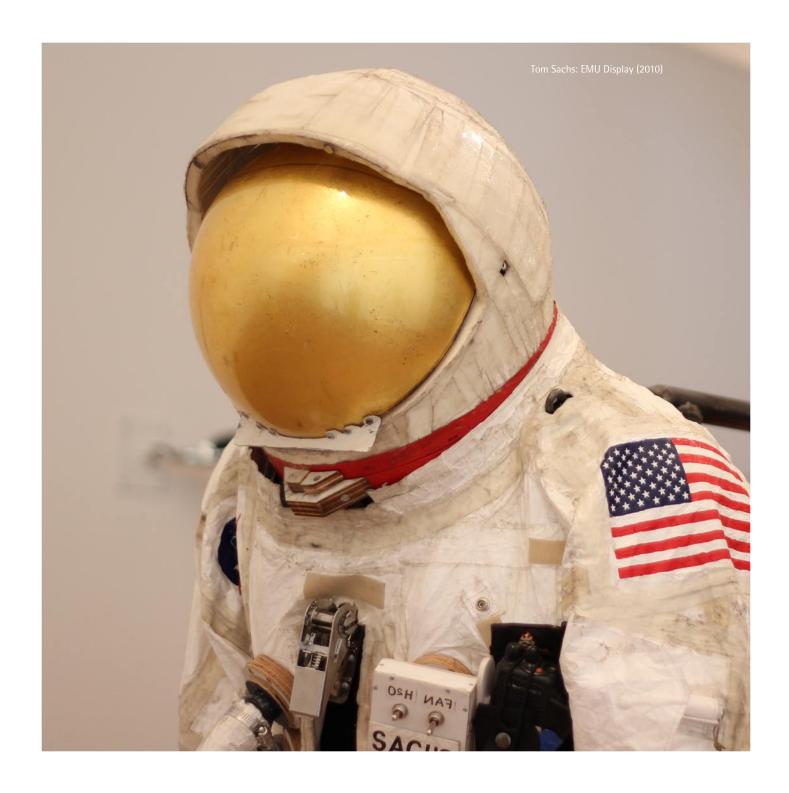




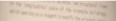




Robot Dreams is an exhibition that the Museum Tinguely in Basel organized in cooperation with Kunsthaus Graz. The title Robot Dreams is borrowed from a short story of the same name by Isaac Asimov. The show brings together works that explore the broad topic of Robots and its association with various topics. Among the artworks on display is a replica of Maschinenmensch Maria that director Fritz Lang used in his film Metropolis (1917); Nam June Paik's Andy Warhol Robot (1994); Stelarc's Third Hand (1980); Jon Kessler's Circus (2009), Kirsty Boyle's Tree Ceremony (2010). Other participating artists are Paul van Hoeydonck, Tom Sachs, R&Sie(n) with Stephan Henrich, Jakob Scheid, Jessica Field, Niki Passath, Yan Duyvendak, Thomas Baumann, Ed and Nancy Kienholz, and Walter Pichler. Robot Dreams at Kunsthaus Graz opens October 8, 2010.







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12TH INTERNATIONAL

ARCHITECTURE EXHIBITION

LA BIENNALE DI VENEZIA

VENICE, ITALV



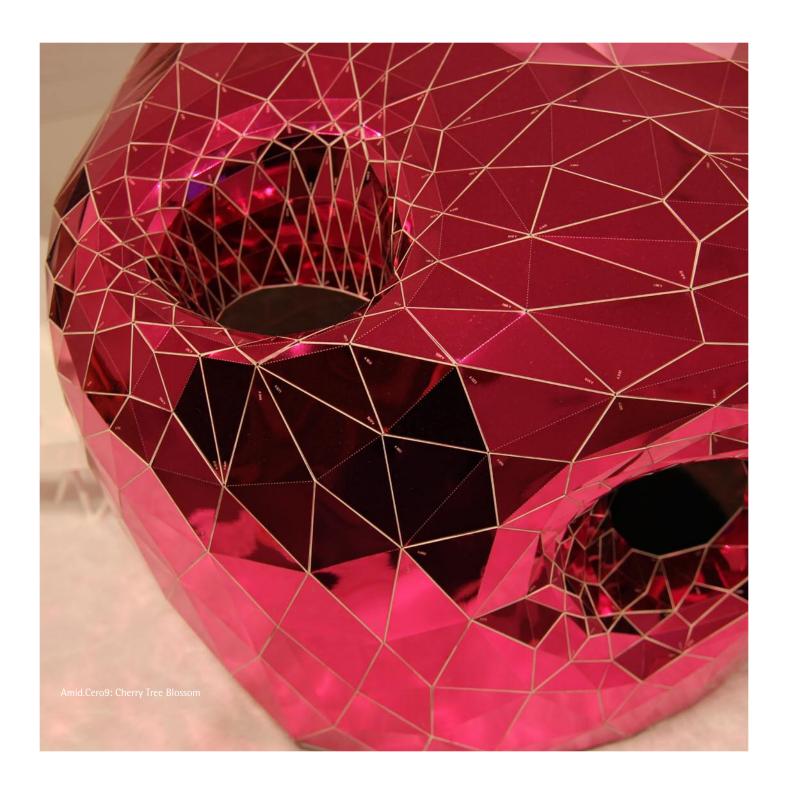




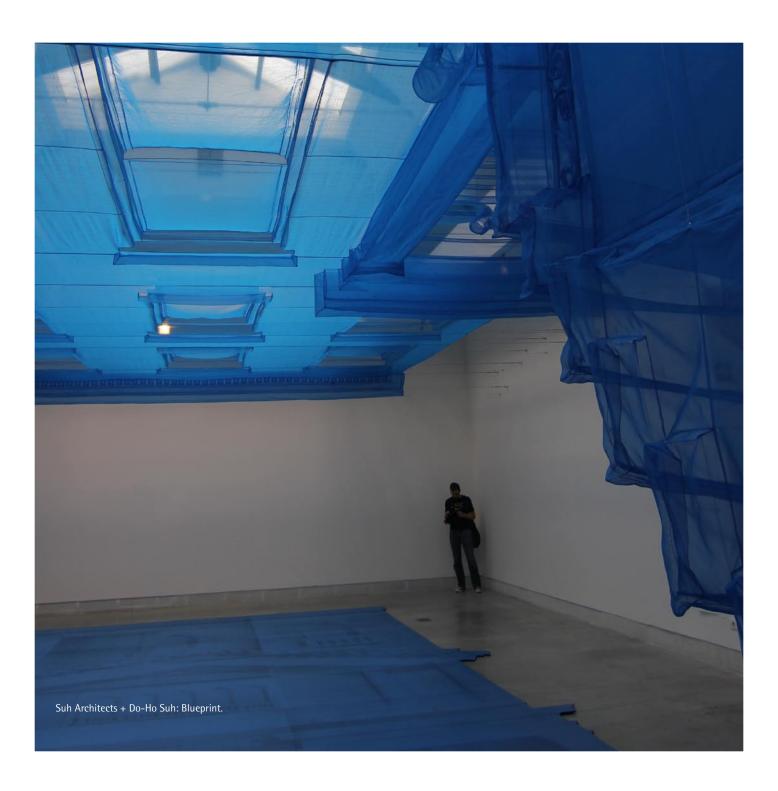
















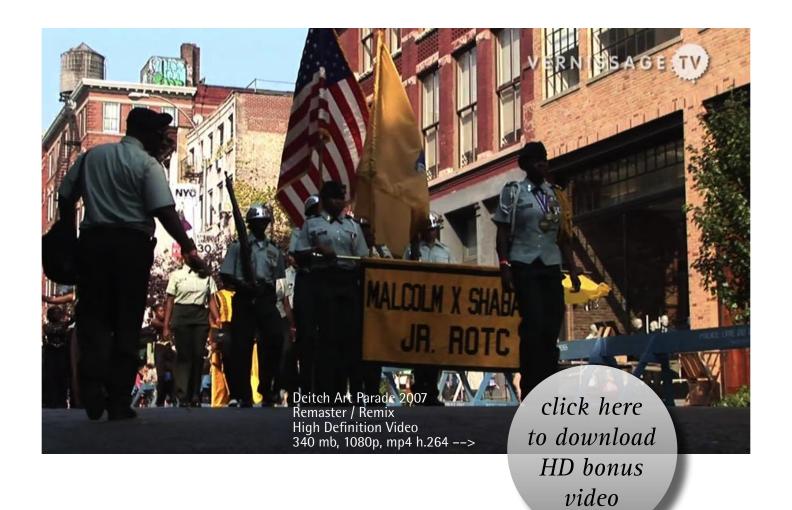








## DEITCH ART PARADE NEW YORK 2007 VIDEO STILLS























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