



1982

BURNRATE  
Hohenzollerndamm 201  
10717 Berlin  
Germany

Glenn Geffken  
Scott Redford

Opening Times  
Fr. 3 pm – 8 pm  
Sa. 11 am – 5 pm  
& BY APPOINTMENT  
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## POST

1. Conceptual artists are mystics rather than rationalists. They leap to conclusions that logic cannot reach.
  2. Rational judgements repeat rational judgements.
  3. Irrational judgements lead to new experience.
- Sol Lewitt 1.

imagine *verb* imag·ine \i-ˈma-jən\

: to think of or create (something that is not real) in your mind

: to form a picture or idea in your mind of (something that is not real or present)

: to have or form (an idea or opinion that is not accurate or based on reality)

2. It is often acknowledged that science fiction as a catalyst to future studies, conjuring up visions of tomorrow. From the android in Fritz Lang's 1927 *Metropolis*, to the iPad-like screens in 2001: *A Space Odyssey*, 1968 and (scarily) facial recognition software, personalized advertising and the abuse of metadata in *Minority Report*, 2002; science fiction films and writers have been at amazingly accurate in their predictions.

BURNRATE provocatively state the emergence of Post Contemporary Art and Post Identity Art. As artists we reserve the right to imagine or visualise first something that may not yet have occurred. For us it is not important that we cannot describe what Post Contemporary Art will look like. What is important is that the gesture forward is made and named. Similarly with Post Identity Art.

As Marx wrote in *The German Ideology*, "as soon as the distribution of labour comes into being, each man has a particular, exclusive sphere of activity, which is forced upon him and from which he cannot escape." Similarly, identity, like an occupation, is a trap, because it curtails human potential and bars workers from participation in the social totality as fully developing individuals. Identities are reified social categories from which we should emerge, not within which we should be compelled to remain.

3. Current Contemporary Art already looks like everything else in the world and so we are presented with a paradox as Post Contemporary Art may not even look any different from Contemporary Art. The competing styles of Modernism gave an accessible "face" to changes in art (Cubism, Surrealism, Ab Ex). This is now no longer possible due to the radical pluralism of Contemporary Art.



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In reality Post Internet Art now promoted as a new art style is only a stopgap measure and marketing term. Post Internet Art is of interest but is yet again another example of a visual style from outside art taken into the eternal sacred realm of Art where it becomes a commodity. The real radical change inherent in the Internet is that The Medium Is The Message.<sup>4</sup> The Internet challenges Art as a realm of image production and dispersion. It was science fiction writer Arthur C. Clarke who, in 1945, advance the idea that geostationary satellites would be ideal telecommunications relays. Clarke did not build any satellites, instead he proposed the Idea.<sup>5</sup>

1. Sol Lewitt, Sentences on Conceptual Art First published in O-9 (New York), 1969, and Art-Language (England), May 1969 <http://www.altx.com/vizarts/conceptual.html>
2. <http://www.merriam-webster.com/dictionary/imagine> Michael Rectenwald, What's
3. Wrong With Identity Politics (and Intersectionality Theory)? A Response to Mark Fisher's "Exiting the Vampire Castle" (And Its Critics) December 2, 2013  
<http://www.thenorthstar.info/?p=11411>
4. "The medium is the message" is a phrase coined by Marshall McLuhan meaning that the form of a medium embeds itself in the message, creating a symbiotic relationship by which the medium influences how the message is perceived."  
- Wikipedia entry,  
[https://en.wikipedia.org/wiki/The\\_medium\\_is\\_the\\_message](https://en.wikipedia.org/wiki/The_medium_is_the_message)
5. Herman Potočnik had already calculated the geosynchronous orbit in 1928. However Clarke was a big proponent of the uses you could put geostationary satellites to, especially with the concept of communications and it's impact on society.