

apexart

For the third year, **apexart's** Franchise will present exhibitions somewhere else. Through an open call, two exhibitions were selected by a jury, and **apexart** will provide financing, advice, and an accompanying brochure to the two winners. The first exhibition, *Washed Out*, will be presented in Sweden this February, and the second winner, *Reorientation*, will be presented in Jordan in May. Learn more at <http://www.apexart.org/franchise.htm>.

Washed Out

Curated by Corina Oprea, Isabel Löfgren, Judith Souriau, Milena Placentile, and Valerio Del Baglivo

February 2 - March 2, 2011

Opening reception: February 2, 6 - 8 p.m.

Konsthall C
Central Tvätt, Cigarrvägen 14
Stockholm, Sweden

With work by:

Maja Bajevic	Estefania Peñafiel Loaiza
Daniela Comani	Raeda Saadeh
Stefan Constantinescu	Laercio Redondo
Nadia Myre	Konsthall 323 (Frida Krohn and Ylva Trapp)



Raeda Saadeh, *Vacuum*, 2007

Washed Out is a site-inspired exhibition held in Central Tvätt, a community laundry facility in Hökarängen, a typical Stockholm suburb built in the 1940s according to the utopian urban ideals of early social democracy. Decades later, this still functioning laundry facility shares its premises with a publicly funded art center, Konsthall C, and a small collection of vintage laundry machines.

In light of Sweden's current political situation, many social democratic values have become lost in individualistic modes of living and transformed into symbols of the past. Far beyond a critique of the Swedish model, the notions of community and washing can be extended to address the action of 'washing out' portions of history that have been hidden from collective memory for one reason or another.

Within the site of a laundry facility, representing the faded ideals of social democracy, this exhibition registers the act of washing as a significant gesture for cleaning the collective memory, as well as the symbolic conflict between individual memory and experience. It is through recalling and critically engaging with specific historical moments that the process of "washing out" can prevent memory from fading into oblivion.

Seeking resonance with this unique site, an international group of curators invited artists who have used their personal experiences as a starting point on which to reflect on historical moments that have been "washed out," or purposefully erased from collective memory. They have done this through performing domestic tasks in the landscape, rewriting history books, or rubbing out information from media images, among other actions.

Washed Out consists of works exhibited in a functional common laundry, a residency lasting the duration of the project, and public programs positioning artistic practices in relation to collective memory.

Washed Out is supported, in part, by Konsthall C and CuratorLab 2010/2011 at Konstfack University College of Arts, Crafts and Design.

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