

apexart

2015-16 Franchise Proposal by
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Franchise location: **Copenhagen, Denmark**

Situated in the heart of the commercial center of Copenhagen lies an uninhabited transformer station. Located on the primary facade, facing one of the largest department stores in the city, ten 1960s modernist vitrines have been neglected and left vacant. Once used to display products from the nearby shops, the distinctive and unusual vitrines in copper and glass have now been empty for years. As outdated pieces of urban furniture they bear witness to the digitalization of the urban environment where digital information screens have replaced the static billboards and physical display of objects. In their abandonment they become physical markers of urban entropy, physical ruins of an old economy decomposing in a new landscape of consumption.

In Vitro (studies on entropy) is a pop-up exhibition investigating the term entropy and its relation to contemporary society. By using the Latin term 'in vitro' ("in glass") we draw a parallel to the world of scientific research and refer to studies of biological properties that are subject to test tube experiments (i.e. under glass). For the apexart Franchise 2015/16 our ambition is to convert the Copenhagen vitrines into local laboratories for the study of entropy in materiality, nature and discourse.

The American artist Robert Smithson appropriated the term entropy in the 1960s from the world of natural science and brought it into the field of artistic research. Much of Smithson's output was shaped by his interest in the concept of entropy, the second law of thermodynamics that predicts the eventual exhaustion and collapse of any given system. But the idea also informed his outlook on culture and civilization more generally; his famous essay Entropy and the New Monuments (1969) draws analogies between the quarries and the strip malls and tract housing of New Jersey, suggesting that ultimately the later will also perish and return to rubble. Since he argued that the whole energy crisis is a form of entropy. The earth being a closed system, there's only a certain amount of resources and an attempt to reverse entropy through the recycling of garbage. In information theory you also have another kind of entropy, where the more information you have the higher degree of entropy. One piece of information tends to cancel out the other. Even economists have said that the second law of thermodynamics is not only a physical law but also linked to economics.

In a state of urban entropy the vitrines will function as a conceptual and physical framework for the exploration of themes such as the tension between structure and disintegration, form and decomposition, totality and fragment as well as different time-based experiments and processes during the exhibition period.