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PRESS RELEASE

XXX [turning principles into actions]

A practical guide to integration by Zhana Ivanova and Uta Eisenreich

May 7, 2005 6-8 p.m.

XXX refers to the 3 crosses in the coat of arms of Amsterdam, which, in their turn, correspond to the three words in the city's motto: Heroic, Resolute and Merciful (**Heldhaftig, Vastberaden, Barmhartig**). Everyone coming to live in Amsterdam is expected to develop these three virtues, as they are essential for successful integration and naturalization of new citizens. *Salon Ivanova* has proved that the above-mentioned virtues are not necessarily something one is naturally born with: they can easily be trained.

The artists' duo, famous for their playful interactive performances, suggests an intensive training programme for integration. In two hours, *Zhana Ivanova* and *Uta Eisenreich* will train their audience to be heroic, resolute and merciful, by means of a supervised step-by-step guide. The trainees will be introduced to all the standardised techniques they might need in order to undergo the process of naturalization. The skills they will be provided with are applicable to a wide range of situations: once the program is completed successfully, the trainee will be able to integrate into any group or community. For taking part, no previous integration experience is required.

Eisenreich and Ivanova have been collaborating on a regular basis since 2004 and have produced a number of performances together. Their collaborative projects explore formats of game structures, and the construction of simulated environments, where audiences are removed from a position of a passive spectator. Aspects of human behaviour, social structures and modern living are often subjects around which they create worlds of obsessive fantasies and playful representations.

Uta Eisenreich was born in 1971 in Friedberg, Germany. After a year of doing documentary photography in Mexico she studied photography and design in Dortmund and Amsterdam. She co-organized several festivals, exhibitions in Germany and the Netherlands (the 'Yupf' Festival in 1995, the 'Focus '96' Symposium 1996, 'The World We Grow Into' 1999) and took part in various photography exhibitions (e.g. Foto Forum Frankfurt 1997, Stedelijk Museum Amsterdam 2003). From 2000 she developed a second line of work in live art. Produced performance pieces in a number of collaborations which toured in various European cities. Uta Eisenreich also teaches at the Gerrit Rietveld Academy in Amsterdam. She lives and works in Amsterdam.

Zhana Ivanova was born in 1977 in Russe, Bulgaria. She studied languages and theatre in London. Since 2001 she has been producing solo and collaborative works, which took place in galleries and public spaces. She engages predominantly within the format of live performance, yet readily shifts between disciplines in order to achieve her artistic goals. Works by Zhana Ivanova have been shown in Ellen de Bruine Projects (Amsterdam), Gallerija Nova (Zagreb), Raid Projects (LA), as well as at festivals internationally. She is currently based in Amsterdam.

The project is made possible with the support of Mama Cash.