



Press Release

Copenhagen, August 2016

'NOTHING MATTERS' An Absolut Art Bar by FOS At CHART, Copenhagen 2016

Renowned Danish artist FOS, Absolut and CHART will introduce an artistic bar experience in the second original Absolut Art Bar in Denmark. The artwork, which will be presented at CHART, will serve Artist Cocktails by FOS and challenge its visitors in unexpected ways.

NOTHING MATTERS

NOTHING MATTERS an Absolut Art Bar by FOS will be taking over Frederik Bille Brahe's new restaurant space, Havfruen, in Nyhavn for the duration of CHART, August 25-28. FOS will create a social structure, in front of and inside the restaurant incorporating music, unique Artist Cocktails, snacks and glasses turning the restaurant into a temporary Art Bar. Access to *NOTHING MATTERS* will be free and open to all during its opening hours 11pm-2am, Thursday, Friday and Saturday, August 25-27.

FOS is known for his use of the artist's idea of "social design", an artistic framework in which social interaction and communal public experiences are his materials.

FOS on his inspiration for his Absolut Art Bar: *NOTHING MATTERS*

"As a starting point, *NOTHING MATTERS* is the title of a bar, a temporary one, which runs for 3 days. The bar is installed on Nyhavn, at the restaurant Havfruen which is an artisan restaurant with its tradition of cultural entrepreneurs who started it and new ones will continue to run it. Then there's Absolut and CHART who commissioned me to create it. Then there is Absolut who has a long-standing history of connecting with the art world. The art world has a long tradition within

itself around the bar, which are brought together again in *NOTHING MATTERS*. All these parts are in their own way can be completely separate and exist independently. Craftsmanship - products - economy - arts - consumption - politics-values, all these parts are metaphorical speaking pieces on a tray I am just about to serve, but I stumble through the door and land on my stomach and the pieces are now scattered all over the floor. Now they are transformed into materials like clay and concrete, here, where absolutely *NOTHING MATTERS*.”

Absolut Art Bar

NOTHING MATTERS is a collaboration between artist FOS, Absolut and CHART. The Art Bar can be experienced at this year’s CHART at Havfruen, Nyhavn 39, in Copenhagen August 25-28.

Thomas Poulsen (FOS) has created a simple yet eye catching pavilion which brings Nyhavn 39 named Havfruen - newly overtaken by chef Frederik Bille Brahe - back to its original routes. The initial concept is to “hack into the strict umbrella identity and format Nyhavn currently possesses”. For 4 days one of the umbrellas outside of Havfruen will be removed and replaced with a colourful structure. The pavilion, designed by FOS, is based on the dimensions and format of the existing umbrellas and will act as a spatial art installation attracting members of the Danish and international art crowd who will be present during the fair. Amongst visitors will be some of the world’s most renowned architects, artists, curators, directors and persons from various cultural fields.

Poulsen has also worked with an Absolut mixologist to develop a series of three Artist Cocktails inspired by the overall theme of *NOTHING MATTERS*, one of which will be served with an Artist Snack.

NOTHING MATTERS is the latest in a series of site-specific Absolut Art Bars created by some of the world’s most exciting contemporary artists, and it follows critically acclaimed installations by Nadim Abbas, Yazan Khalili, Sangree, Michele Ormas. *NOTHING MATTERS* is the second edition of the Absolut Art Bar concept in Denmark, and follows John Kørner’s *GYM BAR* in 2014.

ABSOLUT.

Saskia Neuman, Global Art Manager for Absolut, says on the Absolut Art Bar concept:

“The Absolut Art Bar concept began in 2012, and since then it has been a huge success all over the world. Through Art Bars we fuse art and nightlife, offering an artist carte blanche to fully conceptualise and create their concept, from the overall design to the Artist Cocktails and programme of performances. We look forward to seeing FOS realise his Absolut Art Bar *NOTHING MATTERS*, to create a completely unique and immersive experience.”

Commenting on the collaboration with FOS and CHART, Brand Manager for Absolut in Denmark, Sara Jacobsen, adds:

“FOS is locally and internationally recognised for his social design and interdisciplinary work bridging art and design. We are excited to work with him to create a different Art Bar experience blending art and nightlife, while reviving the artistic history and tradition of Nyhavn.”

About the Artist

FOS (born Thomas Poulsen, 1971 in Copenhagen, Denmark) creates a variety of works, from installations to works on paper that coalesce around his interest in examining how interactions and perceptions are shaped by specific contexts. His works are interventions that exemplify the artist’s idea of “social design”, an artistic framework in which social interaction and communal public experiences are his materials. In 2011, FOS created Oslo, an immersive public sculpture outfitted with a bar, stage, and radio station, activated and fully realized through its use by visitors.

FOS has undertaken various solo shows around the world and has many decoration commissions, including the Celine’s stores. FOS is represented by Etage Projects, who will also represent his work at CHART DESIGN 2016.

CHART

As part of their ongoing involvement in contemporary art, Absolut is once again one of the key partners of the art fair CHART. Besides the Absolut Art Bar, the partnership includes an Absolut pavilion in the courtyard of Kunsthal

ABSOLUT.

Charlottenborg as part of the CHART ARCHITECTURE competition for talented architecture students.

Absolut and Art

The first spirit brand to forge genuinely close ties with art and artists, Absolut has been active in the art world since 1985, when it invited Andy Warhol to create the first in a series of iconic advertisements inspired by the Absolut bottle. Since then, Absolut has collaborated with more than 550 artists on over 850 commissioned projects. Today, Absolut supports acclaimed artists, art writers and institutions in their efforts to present new works, stimulate ideas, bring people together and broaden access to creativity.

Absolut Art Bar

Absolut continues to offer artists and writers a global platform through artist collaborations, most recently through a number of ambitious site-specific Absolut Art Bars. Previous collaborations include Jeremy Shaw on Kirlian (2012) and Mickalene Thomas on Better Days (2013) at Art Basel; Los Carpinteros on Güiro (2012) and Ry Rocklen (2013) on Night Court at Art Basel in Miami Beach; Adrian Wong on Wun Dun (2013), Nadim Abbas' Apocalypse Postponed (2014) and Guru Jimmy (2016) in Hong Kong; Olafur Eliasson on Little Sun (2014) at Coachella; artist collective Caravan (2014) and Yazan Khalili (2015) at Art Dubai; Ilja Karilampi at the 2015 Absolut Art Award (2015); John Kørner at Chart Art Fair (2015); Sangree at Material Art Fair (2016); Michele Ormas at Kölner Liste (2016); and DJ Seth Troxler and RUN in Ibiza (2016).

More Information and Contact Information

NOTHING MATTERS an Absolut Art Bar by FOS is part of CHART's SOCIAL program and is free and open to all.

For accreditation, press photos, and further information, please contact Isabella Hemmersbach, CHART, +45 2991 2671: isabella@chartartfair.com

Interviews with FOS about Absolut Art Bar can also be arranged with Isabella Hemmersbach.

ABSOLUT.

For further information about CHART, please visit: www.chartartfair.com

Explore previous Absolut Art Bar www.absolut.com/en/Absolut-Art-Award/Art-Bar-Installations.

For more information on FOS' work and contact info, please visit Etage Projects, www.etageprojects.com

ABSOLUT.[®]

The Absolut Company has the worldwide responsibility for the production, innovation and strategic marketing of Absolut Vodka, Malibu, Kahlúa, Wyborowa, Luksusowa and Frís. Absolut Vodka is the world's fourth largest premium spirits brand. Every bottle of Absolut Vodka is produced in Åhus, southern Sweden. Malibu is the number one rum-based coconut spirit in the world, sold in more than 150 countries. Kahlúa coffee liqueur is the world leader in its category. The head office is located in Stockholm, Sweden. The Absolut Company is a part of Pernod Ricard, which holds one of the most prestigious brand portfolios in the sector.