

Press release

Hanover, 14 July 2021

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Simon Pfeffel becomes the first winner of the art award "Hannes Malte Mahler - it is art®".

The international art award "Hannes Malte Mahler - it is art®", launched in 2020 by the non-profit association feinkunst e.V., has its first winner. The performance artist Simon Pfeffel convinced the jury with his unusual project proposal: 100 interactive performances in 100 days in the Hanover city area. He receives a cash prize of 15,000 € and can draw on a project budget of up to 105,000 € to realise his concept. The art prize is awarded every four years and commemorates the Hanoverian artist Hannes Malte Mahler, who died in an accident five years ago today (18.07.).

The independent jury of experts did not have an easy task in selecting an award winner from 266 international submissions. However, in the end the result was unanimous. Nuremberg-born performance artist Simon Pfeffel (*1985) won over the jury with his unusual proposal: 100 new performances to be premiered on 100 consecutive days. He will perform all acts in the city of Hanover, preferably in public urban space. Pfeffel is known for his artistic acts in which he involves passers-by and spectators. For him, the special appeal lies in the fact that the development and the end cannot be foreseen at the beginning, because decisions are not made by him alone. Rather, his performances are the starting points of human relationships, during which he increasingly withdraws and, bit by bit, cedes control of the situation to his spectators. Pfeffel says of his award: "I am incredibly happy about the feinkunst e.V. art award and the opportunity to realise my largest and most encompassing performance project to date. It will be exciting, perplexing and inspiring for everyone involved in the project as well as for Hanover's residents and tourists."

Pfeffel prevailed due to the originality of his proposal. "We were immediately convinced by Simon Pfeffel, whose extremely variable performances explore public space in a new way that is as surprising as it is subtle, subversively shifting the usual distribution of roles between spectators and actors by making



the audience the protagonist," says Prof. Dr. Stephan Berg (Director of the Kunstmuseum Bonn and member of the jury). The project will be carried out from 8 July to 15 October 2022.

Originally, the award winner was to be announced at the NDR Funkhaus during a benefit concert to mark the 5th anniversary of Hannes Malte Mahler's death on 18 July 2021 with the pianist Igor Levit, a close friend of Mahler's. However, due to the still unfavourable situation regarding public events, the concert has been postponed to the day of the public award ceremony: This will take place on 8 July 2022 at the Sprengel Museum Hannover, which as a cooperation partner will show the result of the accompanying documentary of the 100-day art project. "We are looking forward to working with Simon Pfeffel and will support his performances in the urban space, as well as offering him a stage and platform in our museum," says Dr. Reinhard Spieler (Director of the Sprengel Museum Hannover and member of the jury).

About the award winner

Simon Pfeffel (born 1985 in Nuremberg) studied at the State Academies of Fine Arts in Karlsruhe and Stuttgart under professors Silvia Bächli, John Bock, Christian Jankowski and most recently Leni Hoffmann. Since then, he has been working internationally as a performance artist, exhibiting at the renowned Palais de Tokyo in Paris in 2017 and the Moscow Museum of Modern Art in 2018, among numerous other national and international exhibition venues. His performances take place in international city spaces such as New York, Tehran, Barcelona, London, Paris and many more. For his performative practice, he has received some of the most relevant artist grants in the German-speaking world, including funding from the Kunst-Stiftung Bonn, two grants from the Kunststiftung Baden-Württemberg (a working grant, as well as a residency in Barcelona for several months) and multiple grants from the Ministry of Science, Research and the Arts of Baden-Württemberg, including for a residency of several months at the Cité des Arts in Paris.

For more information about Simon Pfeffel visit: <https://simonpfeffel.com>

About the art award "Hannes Malte Mahler - it is art®"

The new art award „Hannes Malte Mahler - it is art®“ was launched by the non-profit-association feinkunst e.V. in 2020. On the one hand, the aim of the prize is to give new impetus to Hanover as an art location. At the same time, it commemorates the Hanoverian artist Hannes Malte Mahler (1968 - 2016), who died far too young as a result of a tragic accident. "The award is meant to honour not only his extraordinary artistic oeuvre, but also his commitment and affection for the state capital of Han-



over," says Oliver Rohde, chairman of feinkunst e.V. Therefore, applicants are encouraged to develop an artistic concept that transcends the classical boundaries between genres of art in the spirit of Hannes Malte Mahler. In addition, the project has to be presented or realised in Hanover.

From now on, the prize will be awarded every four years for the proposal of an artistic project. The selection will be made by an independent panel of six expert judges. The prize money consists of a personal cash award of 15,000 € and a project and production budget of up to 105,000 € for the realisation of the proposal.

Members of the 2020 jury were:

Konstanze Beckedorf, Director of Culture of the City of Hanover

Professor Stephan Berg, Director of the Kunstmuseum Bonn

Professor Anne-Marie Bonnet, Professor at Bonn University

Professor Wolfgang Ellenrieder, Professor at Braunschweig University of Art

Noor Mertens, former Head of Kunstverein Langenhagen, since June 2021 Director of Kunstmuseum Bonn

Dr Reinhard Spieler, Director Sprengel Museum Hannover

For further information about the art award „Hannes Malte Mahler - it is art®“ visit:

<https://www.feinkunst.org/en/kunstpreis/>

About Hannes Malte Mahler

Hannes Malte Mahler (1968–2016) was an artist who lived and worked in Hanover. He graduated from the Braunschweig University of Art as master student of Marina Abramović. His oeuvre includes drawings, paintings, illustrations, sculptures, installations, performances and photography. As a workaholic bon vivant, he merged art and life into an indivisible unit. Mahler's backyard studio was a meeting point and a flourishing asset for Hanover's art scene.

Around four months before his untimely death, on 16 February 2016, Mahler described himself as follows:

“Protestant. Single. Five children. College. University. Started economics and law. Paramedic. Certified artist. Photographer. Hunter. Performer. Designer. Consultant. Painter and Draughtsman. This Mahler is a combination of three spheres: Art, design and marketing. These worlds are connected by drawing. Incessant drawing. Drawing is for fun, to gather my thoughts, and occasionally, to earn a little money.”

For a more detailed biography visit: <https://www.feinkunst.org/en/hannes-malte-mahler/>



About feinkunst e.V.

The non-profit association feinkunst e.V. was founded in 2017 to manage the artistic estate of Hannes Malte Mahler, who died in an accident in July 2016. The purpose of the association is to preserve the multi-faceted artist's oeuvre and make it accessible to the public. Apart from creating a catalogue raisonné, the association has been offering its space of around 250 m² to various exhibitions, presenting not only Mahler's works, but also those of young artists.

For more information on feinkunst e.V. visit: <https://www.feinkunst.org/en/ueber-uns/>

Announcement of the award winner:

Sunday, 18 July 2021, 0:00 a.m.

Press contact:

Oliver Rohde (chairman of feinkunst e.V.)

Feinkunst e.V.
Roscherstraße 5
30161 Hannover
M +491711282390
T +494414089327
F +494415098540
E oliver.rohde@feinkunst.org
www.feinkunst.org

Captions

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For further information and to obtain images for download visit: <http://www.feinkunst.org/en/presse>



01_Simon_Pfeffel_Porträt

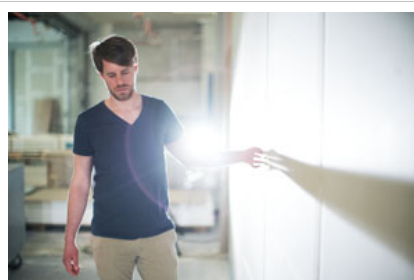
Performance Simon Pfeffel

Photo: Li-Lian Ahlskog Hou

Courtesy: Galerie Burster

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02_Simon_Pfeffel_Porträt

Performance Simon Pfeffel

Photo: Li-Lian Ahlskog Hou

Courtesy: Galerie Burster

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03_Simon_Pfeffel_Porträt

Portrait Simon Pfeffel

Photo: Viktor Timofeev

Courtesy: Galerie Burster

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04_Simon_Pfeffel_Porträt

Portrait Simon Pfeffel

Photo: Li-Lian Ahlskog Hou

Courtesy: Galerie Burster

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05_Logo_Kunstpreis_Hannes_Malte_Mahler

Logo art award „Hannes Malte Mahler - it is art®“

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06_Hannes_Malte_Mahler_Porträt

Portrait Hannes Malte Mahler

Photo: Birgit Streicher

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