

Hanover, June 29, 2022

**+++ Blocking notice: Do not publish before July 8, 2022+++**

Press release

## **"HANNES MALTE MAHLER – it is art®" art award for Simon Pfeffel**

- **100 performances in 100 days in uninterrupted succession in Hanover**
- **Concept of social, moving sculpture convinced jury**
- **Exhibitions at the Sprengel Museum Hannover and feinkunst e.V.**
- **Benefit concert with Igor Levit and Markus Becker accompanies award ceremony**

**Hanover, July 8, 2022: The art prize "HANNES MALTE MAHLER – it is art®" donated by feinkunst e.V. is now officially presented to performance artist Simon Pfeffel for his art project "100daysofperformances". Pfeffel is the first winner of the award and prevailed with his concept against 226 submissions – with unanimous jury voting. "HANNES MALTE MAHLER – it is art®" is one of the highest endowed privately awarded art prizes in Europe with a total budget of up to € 120,000.**

Prize winner Simon Pfeffel will start his uninterrupted series of 100 performances in Hanover's urban space on the day of the award ceremony, July 8, 2022. Until October 15, 2022, he will spontaneously turn Hanoverians into accomplices of his astounding art actions.

Simon Pfeffel creates social, mobile sculptures. He turns passers-by into his co-creators. No more and no less. This takes at least an hour and happens primarily in central city squares. Simon Pfeffel wants to get "the people", as he calls his performance co-creators, out of their everyday routine for a moment, spontaneously and unplanned, by having them help him. But he doesn't ask for it, he wants to arouse curiosity and be addressed. A telephone number – his – hangs on the wall of the Sprengel Museum Hannover, visible from afar. Anyone who calls and asks what it's all about is asked to join in. Or Pfeffel just sits there with a message. Whoever asks what it's all about only gets an answer if he helps with the performance. Always the performance is the answer. Additionally exciting: the outcome of the action is always open, because, according to Pfeffel, he and his helpers only gain experience when he no longer has control over the performance, when everyone is moving on uncertain ground. Open end, but no one, neither artists nor participants, nor audience leave the performance unchanged. What is important to Pfeffel, he emphasizes emphatically, is social interaction: "In Hannes Malte Mahler's understanding of art and life as well as in my artistic self-image, networks and supporters play direct roles. Otherwise, the Hannes Malte Mahler Prize would not exist and I would never have come to where I am today in my artistic practice: I would hardly have been able to realize an artistic work without outside help, without interpersonal relationships in discursive terms or in practical terms. In Hanover, Simon Pfeffel is implementing his most ambitious performance project to date. For 100 days, day after day, a different performance. If you want to know where and when the artist will perform his daily action can track him via his homepage ([www.100daysofperformances.com](http://www.100daysofperformances.com)) from July 9, 2022.



**feinkunst e.V. and Sprengel Museum Hannover Cooperation partners:** From the start of the action, the Sprengel Museum Hannover and feinkunst e.V. will continuously show the results of the documentary accompaniment of the 100-day art action in the form of videos, photos, virtual reality and exhibits. The fleeting performances can thus be experienced retrospectively from the perspective of the observer and the artist. An artist cannot manage such a comprehensive and energy-sapping project alone: Simon Pfeffel receives support from fellow artists (including Marie Lienhard, Julian Lienhard, Lisa-Marie Pfeffel and many others) and countless other helpers. "We are looking forward to working with Simon Pfeffel and will accompany his performance actions in the urban space and also offer him a stage and platform in our museum," says Dr. Reinhard Spieler, Director of the Sprengel Museum Hannover and jury member.

**Sprengel Museum Hannover**, Kurt-Schwitters-Platz, 30169 Hannover, Tues. – Sun. from 10 a.m. – 6 p.m. (Tues. until 8 p.m.) / **feinkunst e.V.**, Roscherstraße 5, 30161 Hannover, Tues. – Sun. from 2 p.m. – 6 p.m.

**Artist talks** are planned during the campaign period at Kunstverein Hannover, Sprengel Museum Hannover, Kestnergesellschaft Hannover and Städtische Galerie KUBUS. The dates will be communicated in due time.

**The benefit concert:** The award ceremony and launch of the "100 Performances" will be flanked by a benefit concert for the art award "HANNES MALTE MAHLER – it is art®", which will also take place on Friday, July 8, 2022, 6:00 p.m., before the award ceremony in the Großer Sendesaal of the NDR Funkhaus in Hanover: Renowned pianists Igor Levit and Markus Becker will provide a musical highlight with their program of jazz as well as works by Franz Schubert, Robert Schumann and Max Reger. Ticket proceeds from the event organizer Pro:Musica Hannover will go to feinkunst e.V. after deduction of costs.

**The prizewinner:** Simon Pfeffel (\*1985 in Nuremberg) studied at the State Academies of Fine Arts in Karlsruhe and Stuttgart with Silvia Bächli, John Bock, Christian Jankowski and Leni Hoffmann, among others. He works nationally and internationally as a performance artist both in institutional contexts and preferably in public spaces. He exhibited at the prestigious Palais de Tokyo in Paris in 2017 and at the Museum of Modern Art in Moscow in 2018, among numerous other national and international exhibition venues. His performances take place in international urban spaces, such as New York, Tehran, Barcelona, London, Paris and many more. More info on Simon Pfeffel: <https://simonpfeffel.com>

**The 2020 Jury:**

- Konstanze Beckedorf, Head of the Department of Culture of the State Capital of Hanover
- Professor Dr. Stephan Berg, Director of the Kunstmuseum Bonn
- Professorin Dr. Anne-Marie Bonnet, University of Bonn
- Professor Wolfgang Ellenrieder, University of Fine Arts Braunschweig (HBK)
- Noor Mertens, Director Kunstmuseum Bochum
- Dr. Reinhard Spieler, Director Sprengel Museum Hannover

"We were immediately won over by Simon Pfeffel, whose extremely variable performances re-explore public space in a way that is as surprising as it is cryptic, thereby breaking down the the usual



distribution of roles between spectators and actors is subversively shifted by making the audience the actor," says Prof. Dr. Stephan Berg, director of the Kunstmuseum Bonn and member of the jury.

**The art award "HANNES MALTE MAHLER – it is art®"** commemorates the artist Hannes Malte Mahler, who died in 2016, and was first announced in 2020. The prize has a budget of €120,000 and includes project and production funds of up to €105,000 as well as prize money for the artist of €15,000. The prize is awarded to an artistic project that is based on a cross-genre artistic approach analogous to Hannes Malte Mahler's understanding of art and his oeuvre and that is realized in Hanover. The art prize "HANNES MALTE MAHLER - it is art®" will be awarded every four years in the future. More information about the art award: <https://www.feinkunst.org/en/kunstpreis/>

**Hannes Malte Mahler**, "who once began his career as a master student of Marina Abramović at the HBK Braunschweig, was highly expansive in all his artistic work. He, the draftsman, performer, painter, installation artist, and inventor of ideas was always more than the sum of all these parts, and he was fundamentally immoderate in his efforts to transform his entire world into a Mahler universe. One axis of this universe was the conviction that art was far too important to be pursued only in the narrow field of pure art. Shortly before his too-early and tragic death, he formulated his credo as follows: "Together, this Mahler is essentially composed of three parts: Art, design and marketing. These worlds are connected by drawing". (From the characterization of the work of Hannes Malte Mahler, written by Prof. Dr. Stephan Berg and Prof. Dr. Anne-Marie Bonnet)

More about Hannes Malte Mahler: <https://www.feinkunst.org/en/hannes-malte-mahler/werk/>

**The Association:** Founded in 2017, the non-profit association feinkunst e.V. manages the artistic estate of the artist Hannes Malte Mahler, who died in an accident in July 2016. The purpose of the association is to process Mahler's complete works and make them publicly accessible. In addition to the compilation of a catalog raisonné, the premises of the association offer a venue for changing exhibitions on approx. 220 sqm, in which Mahler's works as well as those of mostly young artists\* are exhibited. More information about feinkunst e.V.: <https://www.feinkunst.org/en/ueber-uns/>

Note for editors: An interview with Simon Pfeffel to the fee-free use as well as further press and pictorial material find you under <https://www.feinkunst.org/en/presse/>

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