

Attention: Not to be used before June 1, 2005

Art/Design/Performance

Chicken prêt à porter!

World premiere of the "chickens suit" inspires Japan

Austria Pavilion, Global Common 4

30. May 2005, 19:00-19:30



Born as an idea of the internationally renowned artist Edgar Honetschlaeger (Com Institute Tokyo) and realized in collaboration with Wilhelm Mahringer (Mokka Vienna) the innovation "chickens suit" will be introduced on 30 May to an interested world public. An exclusive press preview of the event will be held at the Austria Pavilion on May 30th at 19:00 which will be opened by Governor Kanda of Aichi Prefecture and the Austrian Ambassador to Japan, Dr. Moser (speakers might be subject to change). A second show for the general public will be held at the Austria Pavilion on June 4th at 18:00.

The artist, Mr. Honetschlaeger, will also participate in the party for Press and Public Relations Staff held at the Rotary Pavilion on May 24 from 17:30.

Vienna/Aichi, 21 May 2005. - "On 30 May, our first chickens suits will cross the catwalk", Honetschlaeger enthusiastically expresses about the premiere. Accompanied by Mozart sounds, Japanese "chicken models" will present the first collection of the duo. The design-conscious youth & culture scene of contemporary Japan form an appropriate platform for this culture-transcending project - Japanese-Austrian relations are to be long-term support.

Art meets Design

Mahringer: "The architecture of the Austria Pavilion with its heart, the so-called "Slope", is terrifically suitable as a chicken catwalk." The Vienna 3D-animated film informs about the origin, manufacture and design variants of the newest Austrian fashion creation. As an animated music video composed by the Sicilian music trio COSMIC EGGS and arranged by DJ Jeremia (Laudon Records), the "Chickens Suite" offers another highlight of the fashion show with "something different".

A gift for every occasion – also available in turkey size

Available in different sizes and designs, the new creation can be obtained starting from summer 2005 in selected fashion & design boutiques as well as over the Internet. "We will offer the sizes s/m/l/xl and turkey. The design variants range from Austria to Japan, as well as hairy, camouflage and knitted." The accessory "no one needs but everyone wants to have" (Honetschlaeger) is offered for purchase together with the film DVD (filmed with the Viennese Choir Boys and Erni the chicken in the Wiener Musikverein/Golden Hall in Vienna) in a specially designed A3-package.

Chickens suit around the world

The chickens suit will start its world-wide victory tour with shows planned in Tokyo, Paris, Mexico City and Vienna. Until the spring of 2006, the collection will be displayed prêt à porter at selected places – further designs already are in work.

Wanderer between Cultures

The Austrian film director and fine artist EDGAR HONETSCHLAEGER is a wanderer between the European occident and the eastern world and culture. Numerous foreign stays followed his studies of the history of art and economics in Graz, Linz and Vienna. In 1989-1991, he lived in New York City, in 1992-1998 in Tokyo and in 2000-2002 in Rome and Palermo. For years, he has perpetuated a subtle, artistic archaeology of foreign cultures, in particular that of Japan: There he finds himself in a part of the world, "in which neither Jesus Christ nor Sigmund Freud plays a critical role" (Honetschlaeger).

Exhibits and cinematic work (selected)

1988: Art exhibits in Europa, USA, Japan

1993: Performance-Project "Schuhwerk" in Tokyo and Yokohama

1995 Performance-Project 97- (13+1) in Tokyo und New York
1997: DOCUMENTA X, Kassel (D)
Presentation of the feature film "MILK" at the BERLINALE
2000: Premiere of the film essay "L+R" at the International Film Festival in Rotterdam
2001: Premiere of the trilogy "colors" in the Vienna Kunsthalle
2002: Short film "George in Hollywood" and Internet film "enduring freedom"
2003 Premiere of the film essay "IL MARE E LA TORTA" at VIENNALE (Vienna Film Festival)
2004 „Der Geruch des Schnees“ (The Scent of Snow)

For further information go to <http://www.chickenssuit.com>, <http://www.honetschlaeger.com>,
<http://www.mokka.at>, <http://www.expo2005.or.at>

Contact:

Austria Pavillon – Ms. Katharina Steinkellner
EXPO 2005 Aichi
Tel.: 0081-(0)561-61-2960
Fax: 0081-(0)561-61-2964
E-Mail: expo.austria@wine.ocn.ne.jp