



CAJSA VON ZEIPEL BEDSIT LAND

CURATED BY STEFANIE HESSLER

Following the invitation of smallworldsproject to exhibit at this apartment, Cajsa von Zeipel chose the bed as site for her installation. With *Bedsit Land*, she takes over the most intimate spot in a private home. As a result of this occupation, the actual entitled resident is denied the sanctuary of her own bed. This gesture appears as striking act against privacy and shelteredness, further amplifying the idea behind turning a home into a publicly accessible exhibition space.

Bedsit is a term originally used for a common form of dwellings in Great Britain, comprising a single room with a shared bathroom in a house with several inhabitants. Bedsits are mainly inhabited by students and young people with small personal economies. Due to the size of these rooms, residents usually do not have enough space for any furniture other than a bed, on which they consequently spend most of their time. In 1981, the English synthpop duo Soft Cell devoted their song *Bedsitter* to this form of housing and lifestyle, expressing the desperation and boredom behind the dazzling and rampant London nightlife at that time. The video of the song shows a young man in his bedsit after a night out partying, revealing his loneliness and isolation by day and the downside of a hedonistic way of living.

"Dancing, laughing, drinking, loving / And now I'm all alone in bedsit land / My only home"

The work will form part of the curator's everyday life for several weeks, alluding to the idea of collectorship and testing to what extent the exposure of private details is considered appropriate by others: As described in the song, the installation *Bedsit Land* refers to a similar condition of being absorbed in one's own thoughts and a world of one's own by turning away from social interaction. The girl is entirely engaged with herself and lost in her own thoughts and lust. She acts as if she did not know that she is being watched. With the representation of this very intimate behaviour and the situatedness in the apartment, the exhibition seeks to discover what is presentable and possible to share with the public. This question extends to our acceptance of media representations: With her skinny legs and distinctive facial features, the girl follows a certain idea of beauty. von Zeipel depicts prevailing body standards and thusly returns to the question of how we react to the world views and imagery typified in the public realm of media.

In her work, Cajsa von Zeipel refers to classical sculpture and art historical traditions. With her larger than life-size plaster girls, she raises questions about youth culture aesthetics, sexuality and the representation of the ideal of beauty in media today. Cajsa von Zeipel was born in Gothenburg in 1983. She graduated from the Royal Institute of Art Stockholm in 2010. Her work has amongst others been exhibited at Moderna Museet Stockholm, Mitterrand + Cramer Geneva and the Gothenburg Museum of Art, where it is also included in the collection.

smallworldsproject is a new curated medley between contemporary art exhibition making and online magazine. smallworldsproject's fixed site is the online space, but as a fervent believer in the physicality and tactility of things, it connects to the "real" world by entering it with exhibitions in different cities and by commenting on other shows in the magazine section. This vast and outspread spatial dimension of the project is countered with a micro focus: The exhibitions take place in little spaces and the texts are written by a selected community about small shows – or they zoom in on particular elements of larger scale events. By scouting unusual locations and accentuating collaboration, smallworldsproject proposes complementary ways of showing art and a contemporary model for curating. smallworldsproject was initiated and is curated by Stefanie Hessler in connection with her degree of the International Master's Programme in Curating Art at Stockholm University in spring 2011. A separate launch presentation of the website is on display from 26 - 29 April at Stockholm University in Glasburen.

EXHIBITION PERIOD: 29 APRIL - 13 MAY 2011, BY APPOINTMENT
PLEASE EMAIL VISIT@SMALLWORLDSPROJECT.COM TO SCHEDULE A VISIT

WWW.SMALLWORLDSPROJECT.COM