

# ART ANGEL

*It is difficult to view the alter ego Art Angel and the artist herself as separate entities. The habitus of this being of light is not, as one might assume, consciously conceived for the art market alone. The moment it appears, in the moment of action as an angel, the artist slips into a posture of expectation predefined by the audience – in most cases coincidental passers-by – which she is happy to satisfy. Through the figure of the white angel, archetypal patterns are addressed in the viewers, which they find hard to resist. It is precisely this first, unconscious reaction that prevents the multi-dimensionality of this artistic approach from being instantly apparent; most people are not aware of it. What may sound like a stumbling block to the reception of the art on the one hand can, on the other hand, be viewed as a great advantage. Is it possible, however, to allow for individual interpretations without instantly reducing the event to an artistic campaign? When one meets the Art Angel personally, it is impossible to avoid interacting with it. Following these art events on photos or videos, one cannot escape the many associations that suddenly arise. Almost at the push of a button, they flow into the consciousness, as though a stored programme were being recalled.*

*The artist takes up the post-modern idea that the great stories have become obsolete; or she contradicts it by confronting it with the cross-cultural myth of the angelic being. People's reactions very clearly demonstrate that the human soul's apparent longing for great tales and models for explaining the world remains intact. In times of crisis, particularly, where a great extent of insecurity exists, this longing flares up in the collective soul; and the angel, as an intermediary between the earthly and the heavenly, can be seen as a sign of this deeply-rooted need of the human soul.*

*Through the use of the term Art Angel and the associations related to the semantic halo of the term, which in recent years has been shaped mainly by the esoteric movement, reference is made to the archetypal imprinting of the collective unconscious. In addition, the postulate of love as an all-encompassing power and force, which plays a crucial, if not pathological, role in our happiness and optimism focused society, critically challenges our paradigms of life. Through its appearances, the Art Angel clarifies the high degree of social repression of the archaic and destructive in the soul landscape of the individual and the collective. The focus on the beautiful and supernatural in such a clichéd manner irritates within a few moments and, because of this very fact, induces contradiction. The Art Angel*

*challenges us directly to examine our own expectations, paradigms and repressions. The sugar-coating of the market economy-focused society as the only "bliss bringing" model of society is reduced to absurdity by the elevation of the fictional figure of the angel and a regression into the socially prescribed conventions of thinking and plans for living is made almost impossible. At the same time, one asks the question of whether religious promises of bliss aren't simply replaced by the pseudoreligious plans of the individual and society and whether these don't come with an equally high claim to absoluteness and truth.*

*The multi-layered nature of this total work of art also offers the opportunity to have a second and third look at the art and the artist. Precisely those associations and ideas that come to the fore clearly and distinctly in the first moment and tempt to us to make a quick judgment should be questioned and examined in the framework of the reception of the Art Angel. The radically constructivist approach of multiple truths is not hammered home forcefully in this type of art. Rather, it presents itself in lovely gowns and does not become clear until further involvement with it. Through the irritation it causes, the Art Angel enables a critical examination of our certainties and, in addition, it prompts us to critically question seemingly plausible and previously uncontradicted ideas and notions. It positively urges us to look beneath the surface in order to receive a more detailed and differentiated view of reality and our mental road map.*

*Art Critique by Dr. Michaela Preiner/European cultural news*