



## Ethnic Marketing

£12

artists include Atlas Group, Shirin Aliabadi and Farhad Moshiri, Jens Haaning, Lisl Ponger, Shahrzad, Erik van Lieshout and others

This publication refers to an exhibition project curated by Tirdad Zolghadar started in Geneva 2004 and in 2006 brought to Tehran. The show is dealing with the question of how to assess the emergent vicissitudes of the gradually "globalizing" art circuit without repeating the curatorial clichés of recent years.

Having watched one example of critical internationalism after another reduce itself to postcolonial platitude or self-congratulating adventurism, the participants framed this exhibition project as an inquiry into Euroamerican xenophilia in and of itself. Rather than try and build the proverbial Third World “platform”, or “forum”, or “bridge”, the question is what makes the bridging so attractive in first place. Who stands to gain from searing critiques of the North and Northwest, and upholding the aims of the East and South.

Product Details	
Artist(s)	Shirin Aliabadi, The Atlas Group, Jens Haaning, Erik van Lieshout, Farhad Moshiri, Lisl Ponger, Shahrzad
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