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Graduate of the Kunsthochschule für Medien Köln designs Gaffel Kölsch beer glass for ART COLOGNE

238,857 miles = 0.238857 litres or the distance to the moon in the Kölsch glass - Anna Baydak interprets Gaffel glass in a new way

Already for the sixth time now, a young artist of the Kunsthochschule für Medien Köln (art college for media Cologne) (KHM) has designed a Kölsch beer glass in a limited edition exclusively for ART COLOGNE (26 to 29 April 2017) within the framework of a competition among students. From among 25 impressive designs, a jury of experts selected the Gaffel Glass 2017, which has this year been designed by Anna Baydak. The Cologne-based private brewery Gaffel has donated the prize money to the amount of 1,111 Euro. The award ceremony takes place on Friday, 28 April at 4:00 p.m. in the context of ART COLOGNE in the Talks Lounge, located in hall 11.3 of Koelnmesse.

In her design, Anna Baydak establishes a relationship between the mean distance between Earth and the moon with the holding capacity of a traditional Kölsch glass. In this way the artist opens up a conceptual space in which the hardly comprehensible and annually increasing distance from the moon, the to date only celestial body upon which human beings have ever set foot, is transformed into an alternative unit of measure. Baydak laconically poses the question of whether the mean distance to the moon is 238,857 miles, or amounts to only 0.238857 litre. The still mythical imagining of a voyage to the moon, irrespective of the historical moon landing, can be undertaken in one's own imagination. Anna Baydak on the subject: "Perhaps the moon is only something we imagine as the moon, and is sometimes closer than we think. The moon and the new measurement of the distance from it stand as a metaphor for the way in which the human imagination helps actively shape our perception of our environment, in which thoughts not only reflect an essence of nature as idea, but instead allows these to manifest themselves in objects."

Thomas Deloy, managing director of Marketing and PR at the private brewery Gaffel and a jury member adds: "The prize has in the meantime developed into a fixed institution at Art Cologne. The various artistic interpretations of the Gaffel Kölsch glass are always surprising and exciting."

The private brewery Gaffel has already been supporting ART COLOGNE since 1993, and has been donating, among other things, the prize money of 1,111 Euro since 2012.

Anna Baydak (born 1988 in St. Petersburg, residing in Cologne) undertook postgraduate studies from 2013 to 2017 at the Kunsthochschule für Medien Köln (art



ART COLOGNE
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college for media Cologne) and from 2006 to 2012 at the Saint Petersburg Stieglitz State Academy of Art and Design. She is a member of the design collective x88, as well as a founder and designer of the label Tie-Dye Maniac, which is specialised in the linking of fashion, art and digital media. Clothing is not only understood as fashion, but also as a space for artistic experimentation.

The previous prizewinners: 2012: Martin Wanka, 2013: Johannes Bendzulla, 2014: Johannes Post, 2015: Matthias Conrady, 2016: Andy Kassier.

The Kunsthochschule für Medien Köln (art college for media Cologne) (KHM) has also regularly been a guest at ART COLOGNE with a special event, and is this year showing a group exhibition with works by graduates and students with the programmatic title "This is Not a Competition", which is derived from a participatory performance installation from Ale Bachlechner. The exhibition focuses partly on intermedia works that are characterised by performance, collective or critical-reflexive strategies, in which, among other things, the validity of social agreements and standards, the increasing expectation of self-optimisation and the pressure of competition are placed in question.

Free admission for art students:

Students at German art colleges and academies receive free admission to ART COLOGNE with the presentation of valid student ID on Wednesday, 26 April 2017. The offer is also valid for students at universities and other institutions of higher learning in the subject areas of art history, the science of art and culture management, as well as for teaching students in the fields of art and design. Appropriate documentation of the subject area must be presented in the cashier area of ART COLOGNE at Entrance South of the Koelnmesse.

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