

**PRESSBOOK**

GELITIN

*Hausmag*

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*Group portrait of Gelatin | "Boring Island" (2012) | Photo courtesy of Gelatin | © Gelatin*

Although *Gelatin Gelatin Gelatin* was only a mini retrospective, it said much about the artists and their unique style. Speaking exclusively to HausMag, *Gelatin* gave us a backstage insight into their eclectically flavoured world. *Gelatin* is composed of four artists: *Ali Janka, Florian Reither, Tobias Urban* and *Wolfgang Gantner*. And just like their art, their answers are pleasingly raw – different from what we are used to.



*Inside Galerie Perrotin | Photo courtesy Galerie Perrotin | © Galerie Perrotin*

*"To develop a new project, we hum a melody until it feels right. Then we follow this theme and write the symphony."*

*Gelatin* is all about the experience for both artist and audience: upon entering the exhibition, guests are encouraged to "step into our world", literally, by wearing a horse costume to traverse the gallery. Of course the costume is not compulsory, but *Gelatin* offers this as an open framework to liberate some people from the typical passive audience participation in art exhibitions.