



THE WHOLE EARTH. CALIFORNIA AND THE DISAPPEARANCE OF THE OUTSIDE

26.4. - 1.7.2013

Haus der Kulturen der Welt

Curated by: Diedrich Diederichsen and Anselm Franke
Exhibition 26.4. - 1.7. WED - MON and public holidays
11 a.m. - 7 p.m. | during Gallery Weekend Berlin (26. - 28.4.) until 9 p.m.

Opening THU 25.4., 7 p.m.

Foto: NASA

hkw.de/en/wholeearth

In one of the first exhibitions devoted to the topic, "The Whole Earth" reflects the power of photographs of the Blue Planet, which took over from the "atomic mushroom cloud" as the icon of the post-war era toward the end of the 1960s. This view of Planet Earth from space was a historic event of global significance. It called for an extensive change of consciousness and brought forth new concepts of planetary unity and the "whole earth".

With a wide range of visual and audio documents and contemporary and historical artistic works, the exhibition examines this historic moment and the counter-cultural movements it spawned, which were to become known as "Californian Ideology". Following the release of the NASA images, which powerfully illustrated the fragility of the Earth, an alliance formed in the 1960s and 1970s between hippies and cyberneticians, nature romantics and technology freaks, between psychedelia and computer culture. This in turn provided the crucial impetus for the environmentalist movement and the rise of the digital network culture. The driving force behind these alliances was the the "Whole Earth Catalog", described by Steve Jobs as the analog precursor of Google. The exhibition, curated by Diedrich Diederichsen and Anselm Franke, explores the influence of this "catalog" and reflects on the transposition of ecological-systemic concepts onto society, politics and aesthetics.

"The Whole Earth. California and the Disappearance of the Outside", featuring the exhibition and conference in June, is an essential component of the Anthropocene Project 2013-2014.

With works by Nabil Ahmed, Ant Farm, Eleanor Antin, Martin Beck, Jordan Belson, Ashley Bickerton, Dara Birnbaum, Erik Bulatov, Angela Bulloch, Öyvind Fahlström, Robert Frank, Jack Goldstein, Nancy Holt und Robert Smithson, Lawrence Jordan, Silvia Kolbowski, Philipp Lachenmann, David Lamelas, Sharon Lockhart, Piero Manzoni, Raymond Pettibon, Adrian Piper, Robert Rauschenberg, Richard Serra, Alex Slade, Jack Smith, Josef Strau, The Center for Land Use Interpretation, The Otolith Group, Suzanne Treister, Andy Warhol, Bruce Yonemoto and others

Save the Date

WHOLE EARTH CONFERENCE 21.-22.6.2013

with Mercedes Bunz, Katja Diefenbach, Erich Hörl, Tom Holert, Fred Turner and others.
The symposium assesses the legacy of the "Whole Earth Catalog". The contributions examine the dialectics of power and resistance under the imperative of an ecological way of thinking.

The Whole Earth. California and the Disappearance of the Outside is supported by the Hauptstadtkulturfonds.

In the year 1966, a young man named Stewart Brand handed out buttons in San Francisco reading: 'Why haven't we seen a photograph of the whole Earth yet?' Two years later, the NASA photograph of the 'blue planet' appeared on the cover of the Whole Earth Catalog. Added almost 4 years ago by Will Freudenheim Last updated over 3 years ago Source: The Whole Earth: California and the Disappearance of the Outside 2013, Apr 26, Fri - 2013, Jul 07, Sun. The Whole Earth. Program. At the end of the 1960s, the photograph of the "blue planet" replaced the "mushroom cloud," which had been the global icon of the post-war period and the Cold War. The view of the planet from outer space was an event of historical importance. It brought about a comprehensive change in consciousness and promoted new notions of a planetary unit and the "earth system." Cybernetic theories and technologies and a romanticism about nature coincide in this new icon. Our present as well, as shown by the climate debate and the concept of the Anthropocene, is shaped by the notion of "one planet." "The Whole Earth: California and the Disappearance of the Outside"™ was an epic and in some ways audacious exhibition. Curated by Diedrich Diederichsen and Anselm Franke, it told the story of the slip from (and slippage between) the countercultural communality, eco-psychedelia and cybernetics of the 1960s to the networked neoliberalism of today. Specifically, it asked how we can make sense of the legacy of the Californian counterculture in the present, and how some of the central ideals and issues that emerged in 1968 became the basis not for the commune but for Internet capitalism. One of the most significant figures of the exhibition was Stewart Brand, whose Whole Earth Catalog was described by Steve Jobs as the precursor of Google.