

**Dorit Margreiter Choy**  
**A Structure**  
**23.01. - 09.03.2024**

Dorit Margreiter Choy has assembled three projects in the exhibition *A Structure* at Charim gallery. Some of these works were created as an artistic intervention at the Mahler Forum for Music and Society in Carinthia in 2022, and for an exhibition at Plečnik House in Ljubljana in 2023. The third part of the exhibition consists of a 16mm film that reflects on the architecture of the headquarters of Bat'a, a shoe manufacturer and global corporation of the early 20th century, in Zlín, in the eastern Czech Republic.

The exhibition begins with a 16mm aluminium rod painted in the colours of the windows of Plečnik House. These colours are also applied to the scaffolding poles on display, which are indicative of the structures of Gustav Mahler's (1860-1911) forest retreat. Margreiter Choy constructed and exhibited these poles at the Mahler Forum in Carinthia in 2022 as a composition of structures in the forest, in line with the concept of temporary architecture. The photo collage *Sketches for "A Structure"* reflects this at the beginning of the exhibition.

The painted steel poles are reinstalled at Charim gallery and shown alongside sunlit blue works on paper. Margreiter Choy was invited to create an exhibition at Plečnik House in Ljubljana, Slovenia in 2023. This house, which is now a museum, was built by the architect Jože Plečnik (1872-1957) in which he lived in 1921 after his return from Vienna and Prague. In these two cities, he is best known for his Art Nouveau buildings.

The living and working spaces at Plečnik House, its impressive garden and the architect's personal belongings have been made accessible to the public. These objects are arranged as though he could return home any moment. Margreiter Choy placed these prosaic objects on blue paper that fades with sunlight, which form new shapes with a play in shadow of light, image and space.

For a happy life, Plečnik said he would need: a tower, a donkey, himself and the garden. This is why the series, which originally consists of 19 works on paper, is called: *A Structure, A Book, We and the Garden*. *We* refers to the objects, *the Garden* refers to the moment of exposure. Naturally, the process of photography is also discussed: UV glass placed on the work stops the process of exposure, and fixes the previously created image of light.

Within this dialogue, visual systems and spatial structures become clear. A relationship between past and present, living and working spaces, and an interplay between private and public come to the fore, and form a meta-architecture.

An ensemble of diagonally set steel poles, each called *A Structure*, offers a new perception of the gallery space in combination with smaller, two-dimensional works and act as a prelude to the film *B21 (Director's Office)*. In this film, Margreiter Choy analyses the first mobile office from eight angles. It shows the former office of the CEO of Bat'a Shoes in the eastern Czech city of Zlín, housed in a 77 metre high tower, which is why the filmstrip is 77 metres long and has a projection time of 7 minutes. This office is in the elevator in the centre of the tower from where it was possible to communicate with the whole world and to exert control over employees, based on the managerial principle of efficiency. In 1938 this was the tallest tower in Europe and B21 was the number of this building in Zlín. Alternating camera perspectives weave architecture, movement and control into one film.

Conceived by Bat'a as a social-utopian experiment, after the First World War a district of sixty buildings was created in Zlín with a shopping centre, community buildings and two thousand small houses, a school and a kindergarten for the company's employees and their families, as well as a film laboratory. This city was designed according to functionalist principles by the architect Vladimír Karfík (1901-1996), a student of the modernist architect Le Corbusier (1887-1965). Employing

31,000 people worldwide, Bat'a reached its economic peak in 1932, producing 36 million shoes annually with 2,500 Bat'a stores from Chicago to Singapore. When the Nazis came to power, the Bat'a family fled Zlín in 1939. The modernist building complex can still be seen today.

*Dorit Margreiter Choy (1967, Vienna) is a photographer, video and installation artist. From 1988 to 1992 she studied at the University of Applied Arts in Vienna. In 1997-1998 she took part in the International Studio Program at the Künstlerhaus Bethanien in Berlin. In 2001 she was an artist-in-residence at the MAK Center of Art and Architecture, Los Angeles. In 2002, she received the Otto Mauer Prize in Vienna and in 2016, the Austrian Art Prize for Film and Media art. On the occasion of the 53. Venice Biennale in 2009, she converted the side wing of the Austrian Pavilion into a cinema.*

*Margreiter Choy is professor of video and video installation at the Academy of Fine Arts in Vienna, and lives and works in Vienna. Her works are in the EVN Sammlung, among others; the Taxispalais Kunsthalle Tirol; Generali Foundation; Museo Nacional Centro de Arte Reina Sofia, Madrid; Museum der Moderne Stiftung Ludwig (mumok), Vienna and the MoMA, New York.*

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On Friday, 1 March at 19:00 a talk will take place between Dorit Margreiter Choy and Thomas D. Trummer, Director Kunsthau Bregenz at Charim gallery (in German).