

OVERGADEN.

Press release January 2014

Naja Maria Lundstrøm: *Well It's Not Going to Lift Itself*

18.01.2014 – 16.03.2014

Opening: Friday 17 January, 5-8pm

In her first major solo exhibition, Naja Maria Lundstrøm transforms Overgaden into a fitness centre, bringing health and social inequality into focus.

The first floor of Overgaden is transformed into a fully equipped gym with kettlebells, CrossFit hammers and tractor tyres. With the installation, Naja Maria Lundstrøm questions whether individuals – regardless of background, income and age – can be held personally responsible for their state of health, or whether our health is a shared, social responsibility.

A series of video works installed in Overgaden's new gym express the artist's ambivalent relationship to current health debates. In the videos, Lundstrøm assumes a series of different persona, making the issues and different perspectives on current health debates visible.

One provocative stance is that most Danes are lazy, and that fat people who live off junk food are to blame for their own diabetes. She juxtaposes this with the option of exercise, assuming the persona of a role model with an active lifestyle that prevents cancer and lifestyle diseases. In the third video Lundstrøm chooses a more empathic approach, offering help and advice to support others in their struggle to achieve a better and healthier lifestyle. *Well It's Not Going to Lift Itself* addresses contemporary public health debates by pushing the relationship between individual and social responsibility to the extreme.

During the exhibition all Overgaden's guests are welcome to use the gym free of charge.

In connection with the exhibition Overgaden and CrossFit Copenhagen collaborates on a series of events focussing on CrossFit as a healthy and collective form of physical training. At the opening Naja Maria Lundstrøm and CrossFit Copenhagen will present a performance based on the training programme.

Naja Maria Lundstrøm (b. 1981) graduated from Funen Art Academy in 2011 and also studied at the Academy of Fine Arts in Vienna for three years. Her work is conceptual, addressing political, social and cultural issues. Lundstrøm is co-founder of the exhibition space c4 projects, and has previously exhibited in Denmark, Berlin, Lausanne and Vienna.

The exhibition is sponsored by CrossFit Copenhagen.

Contact: For further information, please contact press officer Anne Riber at ar@overgaden.org, or call +45 3257 7273. High-resolution press pictures may be downloaded from our website at www.overgaden.org, under 'Press' and 'Upcoming'.

Overgaden is Copenhagen's innovative exhibition venue for Danish and international contemporary art. With varying exhibitions and events, including artist talks, lectures, performances and film screenings, Overgaden acts as a platform for the latest developments on the art scene, and as a forum for discussion and debate.

Overgaden.

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Tirsdag-søndag 13-17, torsdag 13-20. Fri entré



Det Obelske Familiefond