

## **Barbara Holub**

Barbara Holub is an artist based in Vienna and was trained as an architect at the Stuttgart University of Technology.

In 1999, she founded *transparadiso* with Paul Rajakovics (architect and urbanist), a collaborative practice in between architecture, art, urban design and urban intervention. *transparadiso* is engaged in developing new urbanistic tools and strategies for „direct urbanism“ as third layer in addition to urban planning and urban design. Recently *transparadiso* realized a new urban quarter in Salzburg-Lehen with 144 apartments and an urban public zone with NGOs and cultural institutions. *transparadiso* is currently working on developing a test site for „direct urbanism“.

Barbara Holub has been a member of the editorial board of *dérive\_magazine* for urban research in Vienna since 2001; a member of the Public Arts Committee of Lower Austria from 2005 to 2007. She was president of the Vienna Secession from 2006 to 2007. She is a member of the advisory board of Art & the Public Sphere Journal (UK) and a member of the advisory board of WCPUN, New York. In 2004 *transparadiso* received the Schindler grant for the MAK Center for Art and Architecture, Los Angeles, and in 2007 *transparadiso* was awarded the Otto-Wagner-Prize for Urban Design for the new urban quarter in Salzburg-Lehen.

Barbara Holub lectured and held workshops e.g. at the University of Illinois/ School for Art and Design, Chicago, the f+f School for Art and Media Design, Zurich, Merz Academy, Stuttgart. She is assistant professor at the Institute for Art and Design, Faculty of Architecture, Vienna University of Technology, where she directs the research project “Planning Unplanned\_Towards a New Positioning of Art in the Context of Urban Development“ which aims at placing the new tools and strategies artists and experimental urbanists have been developing throughout the last 15 years on an equal level to conventional methods of urban planning. As part of the research project she is currently preparing the conference „Planning unplanned\_towards a new role of the urban practitioner“, Nov.19-20, 2012, in Vienna ([www.urban-matters.org](http://www.urban-matters.org)).

She participated in numerous conferences and gave lectures e.g. at the HBK Saar (Academy of Fine Arts), Saarbrücken, Germany; GradCam Summer Academy, IMMA (Irish Museum of Modern Art), Dublin; Eastside Projects, Birmingham; Az W (Architecture Center Vienna), Vienna; „Initiative and Institution“, London Metropolitan University; Art Academy Nuremberg, Germany; “Cities of Desire”, Hong Kong Arts Centre, Hong Kong; MUMAK (Museum of Contemporary Art), Kyoto; University of Tokyo, Dept.of Architecture, Tokyo; London Metropolitan University; „Urban Drift“, Berlin; Academy of Fine Arts, Bratislava; Academy of Fine Arts, Vienna; Universidad Católica, Valparaíso, Chile; Soros Center for Contemporary Arts, Odessa, Ukraine; Soros Center for Contemporary Arts Almaty, Kazakhstan.

Barbara Holub’s art practice critically investigates current societal and urban issues with an emphasis on discussing and transferring these issues and the diverse and contradictory interests involved between the art context (art institutions, galleries and the art market) and the urban public realm. For addressing the diverse audiences and issues she develops performative settings, in which she invites the public to participate. With these settings she questions the various „systems“ – from corporate companies, the art market up to charity organizations– exploring the potential of creating new spaces of collective engagement and visions. Her work puts forward concerns between the art context and the social, public, urban realm, counteracting the privatization of urban space as well as the separation of the various „functions“ of art in between the art market and „socially engaged art“ and the respective appropriations. During the last years she focussed on regeneration and urban transformation processes, e.g. in Plymouth, Birmingham, Hong Kong and Vienna.

In 2010 Barbara Holub started to develop the „The Blue Frog Society“ – a dispositive of an art project as a collaborative platform, exploring the fiction and reality of transgressing current political borders and limits of „lost utopias“. A major concern of the „The Blue Frog Society“ is to consider „a habitat without territory“ and to investigate new values beyond market driven economy. Apart from shows in art institutions like DOX Center for Contemporary Art, Prague, or the Czech Center, New York, and semi-public sessions „The Blue Frog Society“ participated in the 64th UN NGO/DPI conference in Bonn in 2011.

### Selected Shows and projects:

2012 public art project for Leobersdorf/ Public Art Lower Austria; 2011 Pixelpoint New Media Art Festival, Gorizia, Nova Gorica; Art Award Salzburg, Galerie im Traklhaus, Salzburg; “Commons come

to Liezen", Public Art Styria; "The Blue Frog Society – A Habitat Without Territory", Windows on Madison, Czech Center, New York; 2010 "Platz da!\_European Urban Public Space, Az W (Architecture Center), Vienna; "The Future of the Future", DOX, Prague; "On the Urban Periphery", Vienna-Aspern, Public Art Vienna; "Urban Miracles", Remise Bludenz (curated by transparadiso); "The Blue Frog Society Walks to the Moon", art-radio-piece, Ö1 (ORF); 2009 "Uitzicht op!"(public periscope), Blue House, Amsterdam-Ijburg; Kunstfort Fijfhuizen (NL); "Cities of Desire", Hongkong Arts Centre, Hongkong; "Attitude" (video festival), Bitola, Macedonia; „Rencontres Internationales" (film festival), Ca2m, Madrid; La Vilette, Paris; 2008 "This is The Gallery and The Gallery is Many Things", Eastside Projects, Birmingham; "More Opportunities", London Festival of Architecture; Plymouth Arts Centre, „Listen to the Quiet Voice" in "Orientierungen", Regionale08, Styria; Konfrontationen und Kontinuitäten", Austrian Art 1900 bis 2000", Sammlung Essl, Klosterneuburg; 2005 „Simultan", Museum der Moderne, Salzburg; Kunstmuseum Wintertur (CH); „Wunschfreischaltung \_ schlüsselfertig" / "Trichtlinnburg" / urban intervention, (Salzburger Kunstverein/ Initiative Architecture), Salzburg; 2004 „One in a Million", Austrian Cultural Forum, New York; "Wiener Linien", Wienmuseum, Vienna; "Niemandland", Künstlerhaus, Vienna; "Paula's Home", Lentos, Kunstmuseum, Linz; 2003 „Mimosen, Herbstzeitlosen", Kunsthalle Krems, Museum der Moderne, Passau; "Collection 2003/2004 – „In a sunken living room pictures are not forbidden", Gallery Hohenlohe & Kalb, Vienna; 2002 „Enactments of the Self", Steirischer Herbst 2002, Graz; 2001 5th Biennial on Media and Architecture, Graz; "Common Ground, Shared Place", Galerija Marino Cettina, Umag, Croatia; 2000 "Gouvernementalität", Alte Kestner Gesellschaft, Hannover; „Set!", Gallery Hohenlohe & Kalb, Vienna; 1999 „Mit vorgehaltener Hand", Secession, Vienna; „Hingabe an die Absichtslosigkeit", Porschehof, Salzburg/ Salzburger Kunstverein.

#### Selected publications:

- \_ Barbara Holub/ Paul Rajakovics „Direct Urbanism", Verlag für moderne Kunst Nürnberg, forthcoming in fall 2012
- \_ Barbara Holub „found, set, appropriated," , Verlag für moderne Kunst Nürnberg, 2010
- \_dérive 39\_Magazine for Urban Research, focus: Art and Urban Development\_(ed. by Barbara Holub), Vienna, May 2010
- \_„On Direct Urbanism and the Art of Parallel Strategies", in: Open, S.137-144, NAI Publishers, SKOR, 2007/ No.12,
- \_„Les Olympiades", in: Uropean Urbanity, p.120-125, Springer Verlag, 2009
- \_ "Urban Miracles" (ed. transparadiso), Remise Bludenz, Bucher Verlag, 2010
- \_ "Initiative Island", Eastside Projects, Birmingham, 2009
- \_ "Barbara Holubs Musterbuch: Ideal Living", Triton Verlag, Vienna, 2003

[www.transparadiso.com](http://www.transparadiso.com)

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