

## Harald Reichenbach and his oeuvre G-Cubes

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Curatorial Text

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In a global moment of social, economic and environmental chaos, it is undoubtedly the moment in which the responsibility, voice and role of the artist is more important than ever in the context of contemporary debates. Nowadays, it is through these individual initiatives that the world is formed for a tomorrow, and it can be a moment in which the intuition of an artist to understand the world disorder is a great way of approaching reality.

The work of Harald Reichenbach is a work of conceptual art that gathers the force of the *New Realism* to focus on the facet of consumerism and mass production leaving aside the subjective world of the author (the artist) for the ecological and social environment, that with the sailing trip around the world, he is making a global narrative of the interaction with different societies that reflect diversity. Through the actions of garbage collection, Reichenbach has a direct contact with society with a didactic purpose that emphasizes the defects of our time (garbage and waste) emphasizing the need to correct it.

The artwork does not use any noble material to be in its entirety garbage, bio-resin and a hydraulic press that is operated manually. It has many ironies of our time, such as the institutionalization of an Association to carry out the project, even to develop a corporate image, with the aim of emphasizing that institutionalization is a symbol of contemporary society.

The garbage represents our existence; the cubes are the time capsule (temporary reference) of the time we lived. For the observer, stopping to contemplate trash, taking it out of everyday life, is an act of courage, of what should be done more often and for a longer time. The lack of awareness in the only moment (the now) to contemplate, is what keeps the chaos of the Status-Quo alive; if it were different, we would admire the whole more and we would find beauty more often.

The role of the artist is to give strength to objects and to transform not only the form, but the concept of a group of objects that largely represent the banality of society: Consumption. A definition of New Realism by Pierre Restany that fits perfectly for the description of this project is "poetic recycling of urban, industrial and advertising reality" (60/90. Trente ans de Nouveau Réalisme, La Différence, 1990, p 76).



G-Cubes AP. 16 (2017)  
Garbage compacted and preserved in resin  
Harald Reichenbach

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