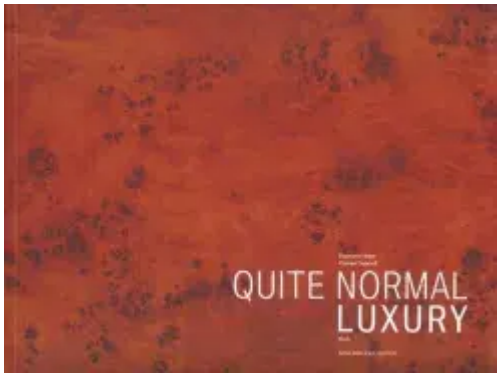
Svetlana Heger / Plamen Dejanoff
Quite Normal Luxury

Edited by Peter Noever, MAK Wien

German/English, 56 pages, 23 × 29 cm, numerous illustrations in color, softcover
Texts by Yukie Kamiya, Peter Noever, Christiane Zentgraf
Graphic design: Zitromat
Publication date: 2004



The documentation of a scandalous approximation of art to industry, executed by Heger | Dejanoff with their year-long exchange of a modest *dream car* in exchange for the most pricey art exhibition spaces that an international automobile corporation is permitted to use for its own purposes. Their unwillingness to compromise—a position with which the two artists embarked upon their symbiotic complicity—has evoked debates on commercialization, sponsoring and the notion of corruption. The artists' book presented here also blurs the boundaries drawn around the value system of art.

ISBN 978-3-85160-030-8
€ 19.50 [A]
€ 19.00 [D]

MAK – Museum für angewandte
Kunst, Wien