



SHANGHAI MAISON SUMMER WINDOW  
MARKUS HOFER

JUNE 12, 2017

- **Markus Hofer**
- Born 1977 in Haslach, Austria
- His artist interventions are meant to irritate and frequently only reveal themselves as what they are at second glance or when looked at more closely, thereby putting into question the extant substance.
- Markus Hofer draws attention to the ordinary and familiar , thereby modifying our perception and visual habits.
- The manifestations of Markus Hofer's works can be extremely different. However , it is the constantly resurfacing thematic approaches such as place, time and material, that permeate the work and reach us packaged as humor, irritation and variation.
- Everyday objects are modified by specific interventions so that viewing these things leaves us in doubt of the circumstances of reality.



## <Thinking About Things>



Window Description

All window installations are created using Hermes' new line of products.

My aim was to set up scenes combining the atmosphere of small exhibitions with that of private rooms. The windows are universes in reduction where items are segregated by gender, women's on one side, men's on the other.

Both big windows are dominated by three vertical glass elements meant to break the strong horizontal lines.

On one side, I built a kind of long table. However, this is not just a table; it is also a burst table, a pedestal, a base and a catwalk for all the products displayed on it.

On the other side, I installed shelves that can be seen as lines on which products are positioned to be read as a whole, like words assembled together on the lines of a book to constitute sentences.

The objects I created are still Hermes products, but, at the same time, they are also something else: ties, as well as watches, are now leaves from a plant; perfumes and eau de toilettes are colorful liquids; shoes are vases, etc.

My objective is that we become aware of and think about the things we use. Concurrently, we can also think about reality: how is reality made, what is it and who creates it?

I try to cause brief moments of irritation.

Such moments are interesting for me to the extent that, for a few seconds or minutes, we are no longer sure about what we see nor what reality is.



Woman's Universe Window Overview

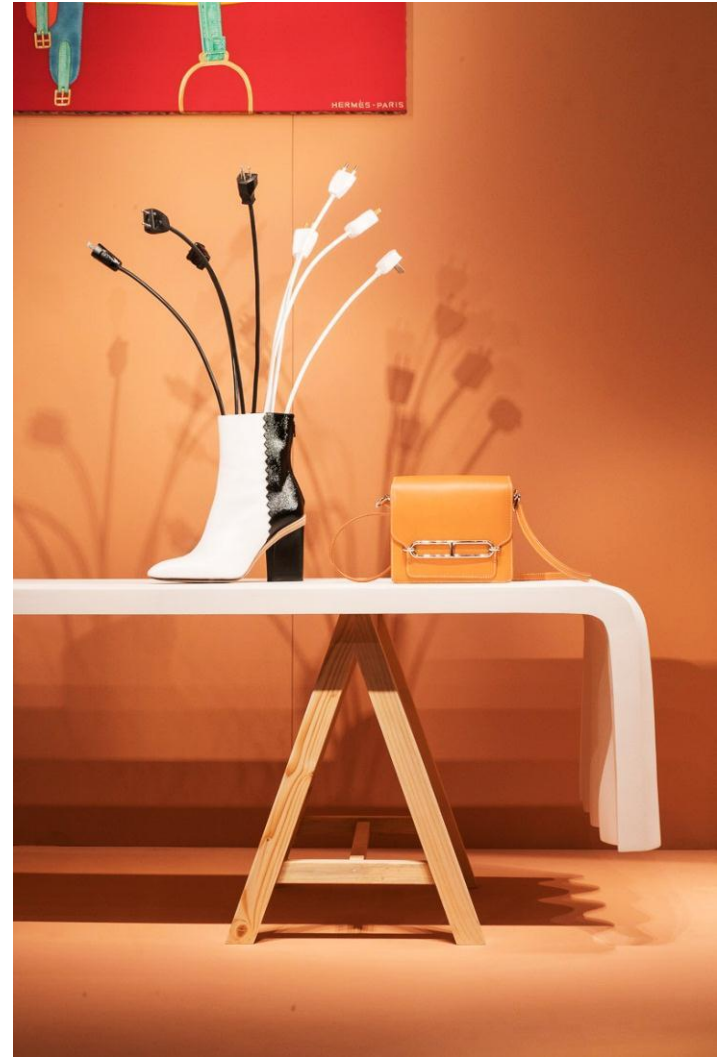




Woman's Universe Window Overview



Detail

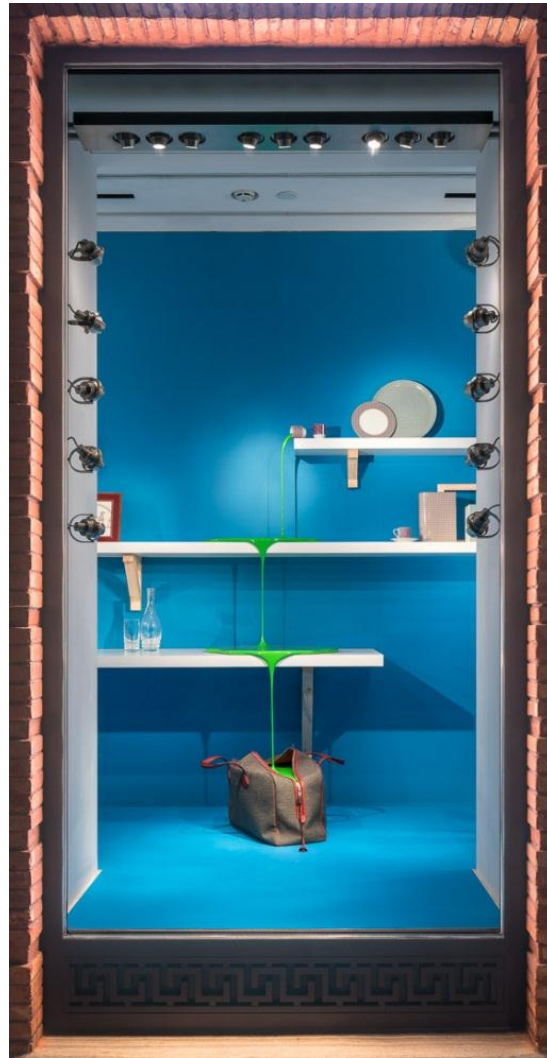


Detail



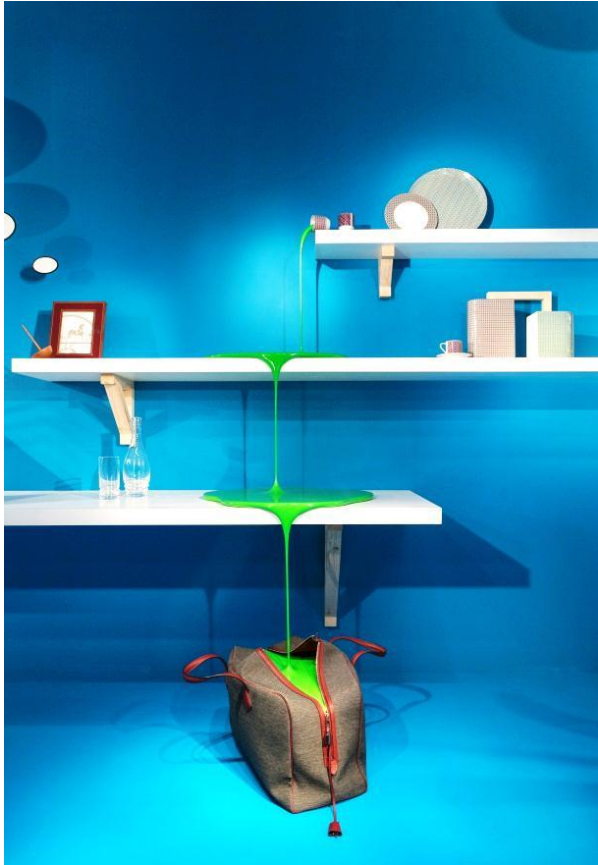


Man's Universe Window Overview



Man's Universe Window Overview



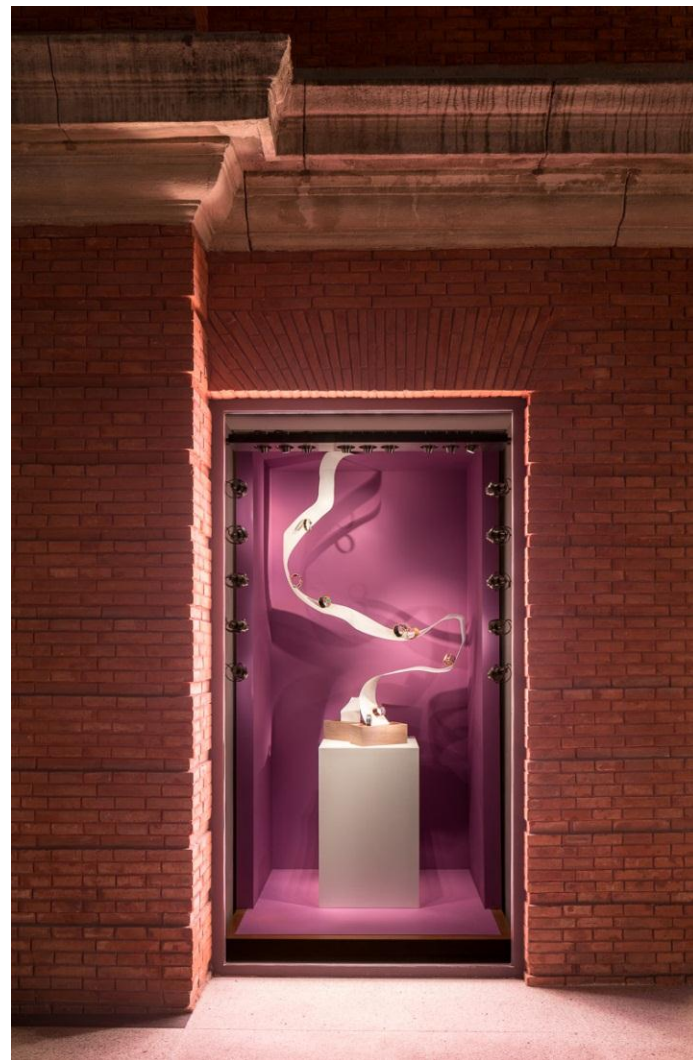
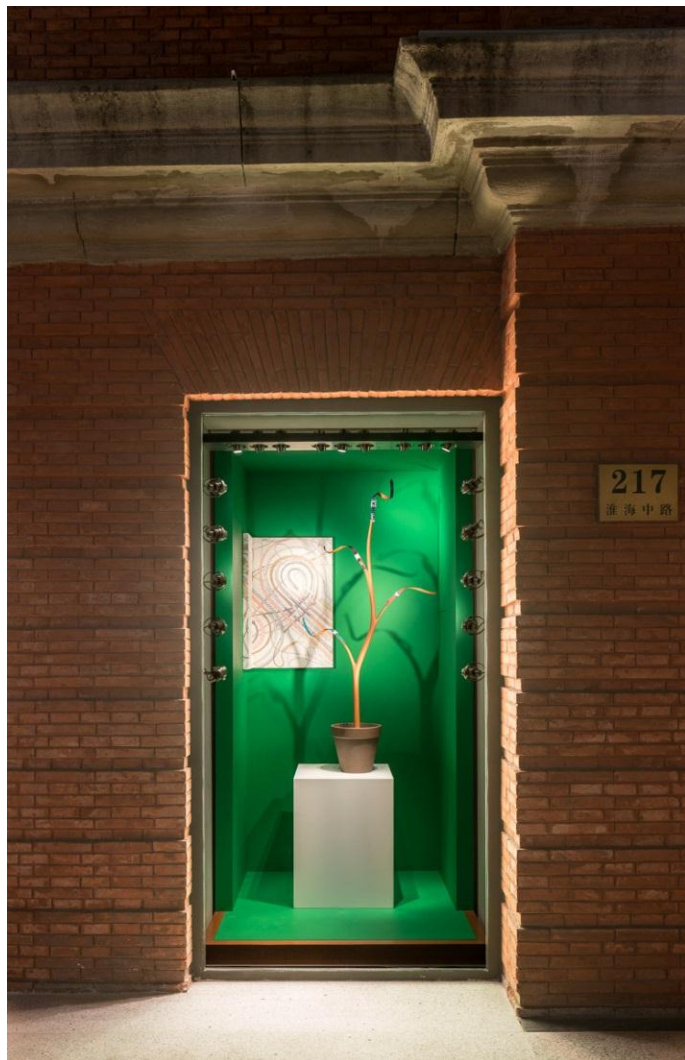


Detail



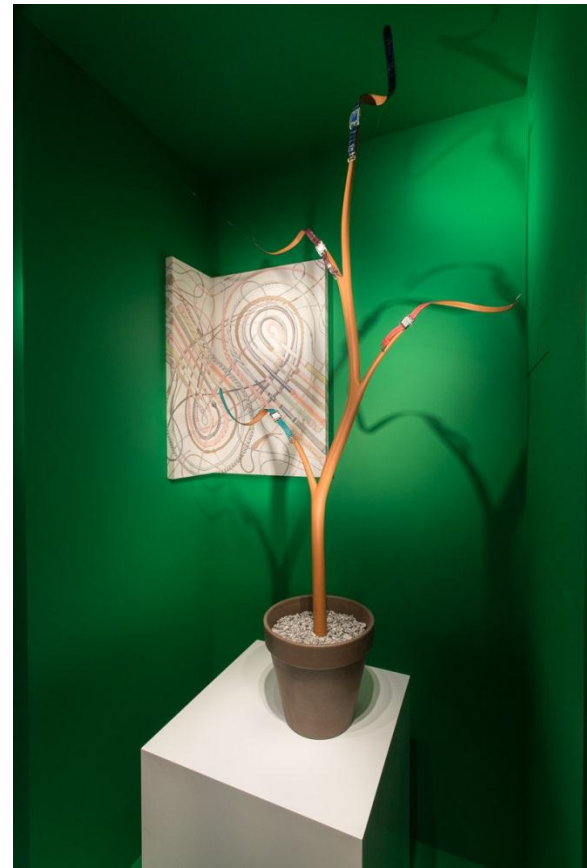
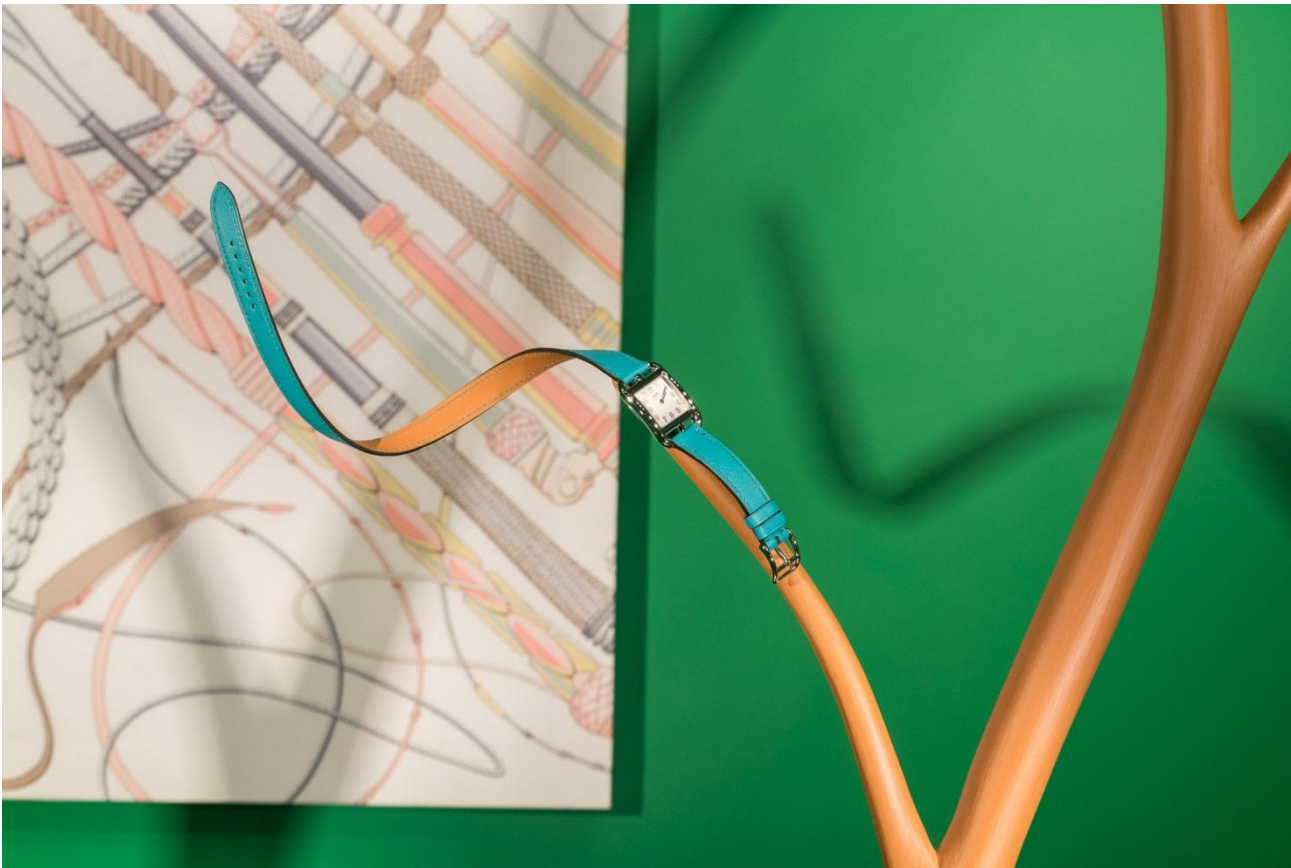
Detail





Small Window Overview





Detail



Detail

Thanks.