

New Museum Triennial 2015: DIS presents The Island (KEN) – created in collaboration with Dornbracht, and codesigned by Mike Meiré

Dornbracht is a globally active manufacturer of high-quality fittings and accessories for bathrooms and kitchens, and has been initiating and sponsoring selected exhibitions and cultural projects since 1996. Fostering a vivid exchange with independent artists, musicians, architects and designers, the company has expanded the idea of bath culture and cultivated a whole new vision of life in bathroom and kitchen habitats – an ambition that is also expressed in the brand's current claim "Culturing Life". Its long-running cultural commitment through its Culture Projects provides Dornbracht with an ongoing source of fresh inspiration while advancing its innovation and technology leadership.

It is the company's extraordinary involvement in cultural discourse as well as its premium standard of aesthetics and quality which motivated the New York based artist collective DIS to approach Dornbracht with the idea of a joint project designed especially for the renowned New Museum Triennial. In collaboration with creative director and designer Mike Meiré, who has accompanied the brand for over 20 years now and served as curator and contributor to the Dornbracht Culture Projects, they developed The Island (KEN). This hybrid product unites the (social) kitchen and the (private) bathroom, raising new questions regarding logic and application. The precision and high-end finishing of the work provides the new "product" with a seriousness, which inevitably results in a confusion of the observers' viewing habits.

As a central piece, The Island (KEN) features Dornbracht Horizontal shower with an integrated drinking station. Horizontal Shower is an innovative application that for the first time provides a reclining shower experience. It combines six water bars set above a reclining space. A control element allows the user to select one of the three water choreographies - balancing, energizing or de-stressing. The complementary part of the installation consists of a kitchen unit including a sink, an induction field and the Dornbracht fitting Lot with a digital Smart Water control element and a foot sensor. Sculptural in its appearance, with an ultra-flat one-piece spout, Lot is a highly architectonic fitting that perfectly complements the installation's minimalistic ambiance.

However, The Island (KEN) is not only a prototype and a showroom, but also the scene of an ongoing performance created and organized by DIS: A philosopher making salad while discussing hyper objects, a lifestyle guru doing ASMR (Autonomous Sensory Meridian Response), a woman in khaki pants laying under the Horizontal Shower while the smell of butter emanates from the electric stove. As the DIS artists point out, "The Island (KEN) is a 'state of the art' smart island, but it also teaches. Aside from product demonstrations, it will hold talks on privacy, connectivity, smartification, gender, and digital consciousness."

The Island (KEN) embodies a perfect symbiosis of design and art. Merging both disciplines reveals the aesthetic and atmospheric power of the Dornbracht products, placing them in an entirely different setting. The result is a new space that bursts the boundaries of conventional functional rooms and allows the viewer to see the (Dornbracht) world in a new way. "By definition, 'KEN' means 'spiritual horizon'", explains Mike Meiré. "I just thought it was a perfect fit for this hybrid unit. It pushes our thinking, opens the mind and questions our expectations of structures and everyday objects - the way they are normally supposed to be."

The Island (KEN) will be exhibited at the New Museum in New York during the 2015 Triennial on view from February 25th to May 24th, 2015. Horizontal shower demonstrations will be performed every day during the opening week and then regularly during weekends.

About DIS

DIS is a New York based collective composed of Lauren Boyle, Solomon Chase, Marco Roso and David Toro. Its cultural interventions are manifest across a range of media and platforms, from site-specific museum and gallery exhibitions to ongoing online projects. Most notably, these include DIS Magazine, which was co-founded with Nick Scholl, Patrik Sandberg and S. Adrian Massey III in 2010 as a virtual platform that examines art, fashion, music and culture while constructing and supporting new creative practices.

Since being founded, the magazine has expanded into an international community of writers, photographers, musicians and DJs. Recent ventures include DISimages, 2013, a fully operational stock photography agency that enlists artists to produce images available for private and commercial use, and DISown, an ongoing retail platform and laboratory intended to test the current status of the art object. Across its various endeavors, DIS explores the tension between popular culture and institutional critique, while facilitating projects for the most public and democratic of all forums - the Internet. DIS was recently appointed as curatorial team of the 9th Berlin Biennale for Contemporary Art in 2016.

More about DIS online:
www.dismagazine.com

About "Surround Audience" (New Museum Triennial 2015)

A signature initiative of the New Museum, the Triennial is the only recurring international exhibition in New York devoted to early-career artists from around the world. It provides an important platform for an emergent generation of artists that is shaping the discourse of contemporary art. The Triennial's predictive, rather than retrospective, model embodies the institution's thirty-seven-year commitment to exploring the future of culture through the art of today. The 2015 Triennial is organized by the New Museum curator Lauren Cornell, and the iconic artist Ryan Trecartin, who was featured in the inaugural 2009 Triennial.

This third iteration of the Triennial is titled "Surround Audience" and will feature fifty-one artists and artist collectives from over twenty-five countries. The exhibition encompasses a variety of artistic practices, including sound, dance, comedy, poetry, installation, sculpture, painting, video, and one online talk show. Many of the works in the Triennial have been commissioned specifically for the show.

More about the Triennial and the New Museum online:
www.newmuseum.org/exhibitions/view/the-generational-triennial

About Dornbracht

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Aloys F. Dornbracht GmbH & Co. KG, with headquarters in Iserlohn, is a globally active family-run manufacturer of high-quality fittings and accessories for bathrooms and kitchens. Highly qualified employees and the most modern production technologies guarantee the highest manufacturing quality. With 'Culturing Life' as its brand claim, Dornbracht continually broadens its foundations of competence in the areas of design and water. Technological innovation to promote connectivity and convenience, and the prevention of ill health through a focus on daily well-being, increasingly characterise the Company's brand orientation and product developments of the future. This is how Dornbracht forever designs – and cultivates – life anew. A long-running cultural commitment through its Culture Projects provides Dornbracht with an ongoing source of fresh inspirations while advancing innovation and technology leadership in the bathroom and kitchen habitats. Dornbracht is part of the Dornbracht Group that, together with Alape, brings together two premium providers for the bathroom and the kitchen.

More about Dornbracht online:

dornbracht.com - facebook.de/dornbracht - twitter.com/dornbracht - youtube.com/dornbracht