

# MICHAEL RIEDEL

## *Riedels*

GRIMM 202 Bowery, New York  
Oct 17 – Nov 02, 2019

Opening: Thursday October 17<sup>th</sup>, 2019, 6-8pm

GRIMM is pleased to present *Riedels* a solo exhibition by Michael Riedel. This is the artist's second exhibition with the gallery and his sixth exhibition in New York.

Michael Riedel's conceptual practice is rooted in appropriation and the subsequent alteration of a variety of materials ranging from art exhibitions, film screenings and concerts, to readings, experiences, and overheard exchanges, among other sources. For this exhibition the subject of his process of re-creation is a collection of personal conversations which the artist plans to distribute in the form of money.

Through a collaboration with the Deutsche Bundesbank, Michael Riedel obtained 30,000 blank Euro notes - a sanctioned opportunity to use this symbolic material as a medium for this project. The Bundesbank is the main bank of Germany and one of the most influential members of the European System of Central Banks. Bundesbank produces and circulates physical currency and also monitors the dissemination of counterfeit Euros. Riedel has appropriated this standard currency to create his own eponymous money: the *Riedel*.

There are 43 types of bills included in this body of work and the 'exchange rate' for 1 *Riedel* is equivalent to both 1 US Dollar and 1 Euro. The design of the currency follows the artist's fundamental interest in re-purposing textual information so that its fluency follows an internal logic but mimics aspects of standardized systems of communication and presentation. In this instance, the graphic art of the different bills is made out of 14 years worth of email communication with his former New York gallery, David Zwirner. The correspondence takes on a new fragmented form, exploring the difficult relationship between contemporary art (which the artist sees as inextricably tied to methods of presentation and distribution) and its monetary value.



Michael Riedel | RATM (*Riedel Automated Teller Machine*), 2019

The show presents an ATM cash machine from which visitors can purchase *Riedels*. The ATM facilitates a routine exchange, but here the artist has intervened by staking a claim on the value of each unit of currency which doubles as an artwork. This highlights a through line in the artist's oeuvre; the idea that anything that can be considered art is also fungible, particularly within the context of a data-driven, capitalist society.

A complete set of *Riedels* can also be purchased in a custom-made leather wallet. As an alternative the money can be bought directly from the artist.

This work was first displayed at the Geldmuseum Der Deutschen Bundesbank, Frankfurt am Main (DE), as part of the exhibition *Michael Riedel – Geldmacher*, from 2017-2018. The artist proposes this exhibition as a test run for world-wide distribution of the *Riedel*, with the objective of dispensing his currency at selected international art institutions.

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For more information, interview and royalty free image requests  
please contact the gallery in New York.  
info@grimmgallery.com +1 (646) 484-5223

202 Bowery  
New York 10012  
United States

Frans Halsstraat 26  
1072 BR Amsterdam  
The Netherlands

Keizersgracht 241  
1016 EA Amsterdam  
GRIMM Gallery, Inc.

Tel +1 (646) 484-5223  
info@grimmgallery.com  
www.grimmgallery.com

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Michael Riedel | exchanging *Riedels*

#### About the artist

Michael Riedel (1972, Rüsselsheim, DE) was trained at the Kunstakademie Düsseldorf (DE). Städelschule, Frankfurt (DE) and the École Nationale Supérieure des Beaux-Arts, Paris (FR). Over the past decade, Riedel has participated widely in solo and group exhibitions at venues throughout the United States and Europe.

His works have been exhibited in the Museum of Modern Art, New York (US); Centre Pompidou, Paris (FR); Tate Modern, London (UK); Museum Angewandte Kunst, Frankfurt (DE); Fondation d'Entreprise Ricard, Paris (FR); Kunsthalle, Zurich (CH); Palais de Tokyo, Paris (FR); Städel Museum, Frankfurt (DE); Kunsthaus Bregenz, Bregenz (AT); Museum der Moderne, Salzburg (AT); Judisches Museum Wien, Vienna (AT); Cornell Fine Arts Museum, Rollins College, Winter Park (US); GAM, Turin (IT). In 2012, the Schirn Kunsthalle, Frankfurt (DE), held a major survey of the artist's work titled *Kunste zur Text*.

Riedel's work can be found in major public and private collections such as: Fondation François Pinault, Venice (IT); Museum of Modern Art, New York (US); Kunsthhaus, Zurich, (CH); Yuz Fondation, Hong Kong (HK); Stedelijk Museum, Amsterdam (NL) and Centre Pompidou, Paris (FR) among others.

#### About the gallery

GRIMM represents thirty international artists. Since its establishment in 2005, it has been the gallery's mission to represent and support the work of emerging and mid-career artists. The 300 square meter main gallery space is located near Amsterdam's museum square. In 2016, GRIMM opened a second gallery space on the Keizersgracht in Amsterdam, offering both artists and visitors a new exhibition space in a classical canal house. In 2017 the gallery opened a third venue, a large exhibition space across two floors in the Lower East Side of Manhattan, New York City.

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