

Daimler Art Collection Presents: “Cowboys” and abstract art

February 29, 2016

- **About 60 paintings and gouaches by Adolf Fleischmann, and 60 photographs by Dieter Blum.**
- **Exhibition to run from April 30 to November 6, 2016 at the Daimler Contemporary Berlin, Haus Huth.**
- **Dr. Renate Wiehager, head of the Daimler Art Collection: “The Daimler Contemporary is simultaneously holding exhibitions by two artists who both have biographical roots in Esslingen in Baden-Württemberg, and are also known for artworks produced in the USA: Adolf Fleischmann and Dieter Blum.”**

Berlin/Stuttgart – The exhibition features works by Adolf Fleischmann und Dieter Blum. The approximately 120 works from the Daimler Art Collection as well as loaned artworks will be on display from April 30 to November 6, 2016 at the Daimler Contemporary, Haus Huth at Potsdamer Platz in Berlin, open daily from 11 am to 6 pm. Admission is free.

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As part of its ‘Classical: Modern’ series, the Daimler Art Collection is holding the first ever retrospective of the Adolf Fleischmann’s (1892-1968) work in Berlin, featuring around sixty artworks, and spanning three decades of the artist’s work. Fleischmann’s artworks from the Daimler Art Collection are supplemented by outstanding loaned artworks from domestic and foreign museums such as the Kunsthalle Bremen, the Kunstmuseum Winterthur, and the Wilhelm-Hack-Museum Ludwigshafen am Rhein, plus loans from important private collections from Lucerne, Stuttgart, Paris and Leipzig. Some of the artworks will be unveiled for the first time at this first retrospective in Berlin. The substantive focus is on the artist’s major work

from his 1952-1965 New York period, supplemented by representative pictures created in Europe in the 1940s. In the context of the Adolf Fleischmann retrospective, we are presenting commissioned artworks created for the Daimler Art Collection: the installation “Tischstück Or-Or” by Hartmut Böhm, and the light installation “Lichtungen” Andreas Schmid.

For the first time, the Daimler Art Collection will exhibit the whole series of Dieter Blum’s “Cowboys”, consisting of around 60 photographs, which emerged from a trial shoot for cigarette label in 1992. These pictures, which have never been coherently exhibited all together, built the foundation for Blum to become one of the most prominent photographers in this particular context. He is known as an advertising photographer as well as a photojournalist. However, as an artist he stages photographic series that deal with topics he normally explores over significant time periods: national cultures, dance, music, the artist and the model, politics, economics, and the erotic. Blum has significantly influenced product advertising and documentary photography since the 1980s.

The German/English publication “Adolf Fleischmann - Ein Amerikanischer Abstrakter Maler/An American Abstract Painter?” accompanies this exhibition. This publication – which appears likely to reawaken interest in Fleischmann’s artwork in the USA, also – highlights the context of the work of Adolf Fleischmann in the environment of American abstract painting at that time.

The Daimler Art Collection was founded in 1977. Today, it is among the foremost internationally renowned major European corporate collections. The collection includes approximately 2,600 works by some 700 artists. The early focus was on pictorial artworks by artists from Southern Germany, including teachers and students of the Stuttgart Academy such as Adolf Hölzel, Oskar Schlemmer, Willi Baumeister, Hans Arp, and Max Bill. The Daimler Art Collection has developed a clear profile well grounded in art theory, based on a systematic structure and contentual focus on abstract, constructive, conceptual, and minimalist art philosophies. Exhibitions of the artworks within the company, at the Daimler Contemporary at Potsdamer Platz in Berlin, and in international institutions in locations including New York, Karlsruhe, Detroit, Johannesburg, Tokyo, Singapore, Sao Paulo, and Buenos Aires, allow a wider debate on the collection. In addition, the Daimler Art Collection offers prizes for young art, as well as an accompanying education program for high school students.

For more information about the Daimler Art Collection, please visit:

<http://art.daimler.com/>

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Daimler at a Glance

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