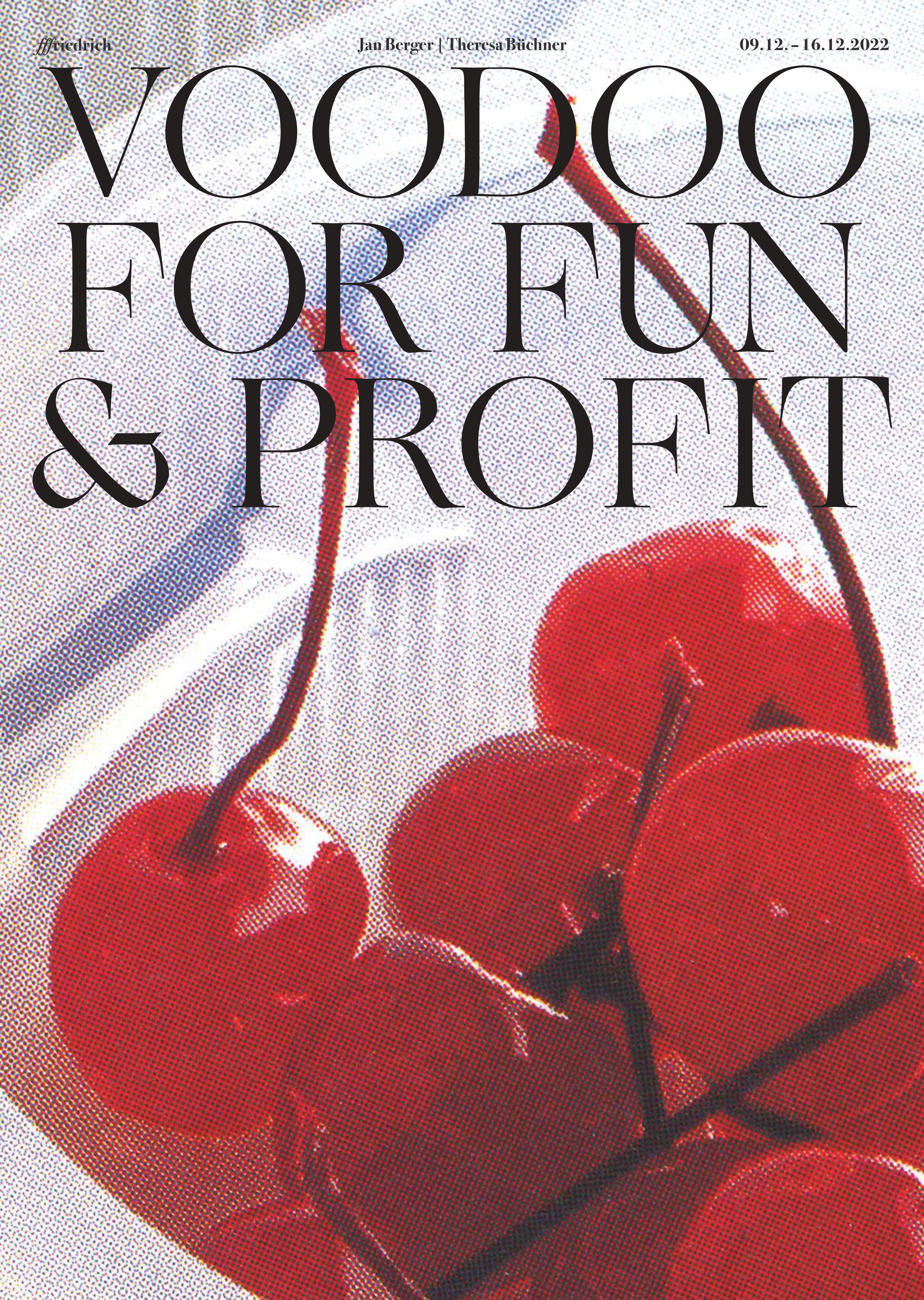


fffriedrich

Jan Berger | Theresa Büchner

09.12. – 16.12.2022

# WOODOO FOR FUN & PROFIT





“Encounters with Braco’s Gaze are distinguished by restoring people’s hope and peace, enabling the needed help to come effortlessly and generously.”

“Braco is here for everyone to offer fresh happiness, hope and help through his live streamed gaze. This experience is defined by people in many countries as one of loyal goodness, distinctively natural and simple, yet profound in its enriching and loving effects on lives.”

“Braco makes no promise to heal; he does not give any diagnosis and does not provide any treatment. Participation in live streaming is not a replacement for medical consultation.”

“Children and pregnant women past their 3rd month should not gaze, rather someone close may hold the child’s or person’s photo during the gaze to bring them into the encounter.”

Within the space of ritual, attendees subscribe to a catalog of codes and aesthetic tropes in order to create a cohesive world. Outside of our everyday temporalities, the ritual is sustained by a shared illusion – it allows us to shed the ego. Inside the world of rituals, value oftentimes manifests in charismatic leaders, scriptures or relics.

Taking as point of departure the mediated representation of (online-)healer Braco, ‘The Gazer’, Jan Berger dissects his strategic image economy, which is revealed to be a potent remix of ancient magic, modernistic promises and postmodern, postironic randomness.

Theresa Büchner’s photographic work ‘Winners’ exemplifies the transactional value and gravity of the FICOCC film prize – an object that presumably invalidates the logic of a sought-after trophy through the sheer number of awards, and yet creates an effective model for the production of recognition and monetary redistribution.

**Jan Berger** is a visual artist and platform designer based in London and Berlin. His practice is primarily occupied with ludic simulation, subject formation and the emergence of cultural mythologies in online spaces. He is the founder and attending curator of the Mythical Institution, a digital project space and art school.

**Theresa Büchner** develops photographic, cinematic and text-based works. While making use of visual and verbal narrative tools, she precisely selects motifs from her surroundings to evoke the poetic attraction of the everyday. The refusal of one’s ascribed role and the construction of one’s own reality are recurring themes in her practice.

**Curatorial support** by Leon Jankowiak & Paula Maß

**Graphic Design** by Victoria Allakhverdyan

**fffriedrich** is a project space run by the MA Curatorial Studies students of the Goethe-University Frankfurt and the Hochschule für Bildende Künste–Städelschule together with the Fine Arts students of the Städelschule.

Opening Night 09.12.22 at 19:00  
10.12.22–16.12.22 open by appointment – hello@fffriedrich.de  
Closing Night 16.12.22 at 19:00

fffriedrich  
Alte Mainzer Gasse 4-6  
60311 Frankfurt am Main

“Extra prizes: New prizes can be created, given to the decision of the jury evaluator or at the request of the viewing public in their comments.”

“It is a monthly festival. During the whole month the call is made, the projections of the films and at the end of the same the winners are known; To start the cycle again. The 12 months of the year.”

“All proud winners can get a Statuette if it is an individual prize. If the prize involves a team, they can obtain up to three Statuettes per prize. The cost of each Statuette is \$ 226.”

“We believe each single entry deserves to be considered because we appreciate your work and we know how hard it is to create a piece of art. It’s your right to show off to your friends and fans, and let them know how dedicated and passionate you are to work on your dream.”

“We want to make a difference and we will.”

fffriedrich  
Jan Berger | Theresa Büchner

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