

PRESS RELEASE

**Curator Statement Madeleine Freund
Jovana Reisinger “Beauty is Life”
Haus A Room A001**

**Parallel Vienna 7th–12th September 2021
Press Conference: Monday, 6th September, 10.30AM**

Madeleine Freund has been invited by Parallel Vienna 2021 in the fair’s non-commercial sector of Curator Statements. For this contribution she selected the filmmaker, artist and author Jovana Reisinger for a solo presentation of the hybrid film “Beauty is Life” (2020).

In the context of the Semmelweis Women's Clinic, Jovana Reisinger's film, which goes beyond critical considerations of the beauty industry, pictures a multi-layered image of femininity. The unique combination of site-specific and filmic content makes Reisinger's work a meaningful contribution to current feminist debates, gender issues and identity politics. In a direct line and further development of feminist Austrian film avant-garde since the 1970s, Reisinger shows a diverse examination of the economy of the body. The film “Beauty is Life” will be presented to the Austrian audience for the first time in Vienna.

“While I was working on the film ‘Beauty is Life’, I spoke to cosmetic surgeons for my research. These conversations were all about the question, how can you be read as convincingly as possible as a woman and what measures do you have to take for this. In the film, different women talk about their femininity. In doing so, I realized how great my need is for this pressure to finally ease. It’s always about power structures (...).” Jovana Reisinger

Jovana Reisinger's film “Beauty is Life” deals with the constantly growing global industry of beauty gadgets and thus examines questions about the democratization of beauty and the power structures behind it. In the first part, the film illustrates the bizarre nature of the devices and their applications in a subtle and humorous way. This is followed by a round table with ten female protagonists, each with their own topic in terms of femininity and beauty. As in many of her works, Reisinger shows a multi-perspective view of the reality as a woman, the sexual objectification of the female body and the violence of the public.

The presentation takes place with the kind support of the University of Applied Arts Vienna and Mepix Handels KG.

**Contact:
Madeleine Freund
projects@madeleinefreund.com
+49 (0) 176 76 444 345
madeleinefreund.com**

BIOGRAFIE

Jovana Reisinger, born in 1989 in Munich, Germany, is a writer, filmmaker and visual artist. After graduating in Design at the Academy of Applied Sciences, she studied screenwriting and documentary film directing at the University of Television and Film in Munich. Her debut novel „Still Halten“ was published by Verbrecher Verlag (Berlin) in June 2017. Her second novel „Spitzenreiterinnen“ (Verbrecher Verlag, 2021) focuses on nine women, named after German Women's magazines, their lives, gender roles, patriarchy and internalized) sexism.

She made various short films, which have been shown in exhibitions and festivals, among others in the Kunsthalle Osnabrück (2020-2021), Goethe Institut Paris (2020), yi: project space Beijing (2019), in the KV - Association for Contemporary Art Leipzig (2019), at the Kunstverein München (2018) or at the Oberhausen Short Film Festival (2017, 2019, 2021), Short Film Festival Hamburg (2021), Underdox Festival (2017, 2019, 2020), Critique Week (2019). Since 2020 she has been writing the menstrual column "Bleeding Love" for Vogue Germany.

PRESS IMAGES

Jovana Reisinger, *Beauty is Life*, 2020, Hybridfilm, 23 min., color. Copyright Jovana Reisinger. Photos: Jenny Bräuer.

Download here: <https://www.madeleinefreund.com/press>

