



NORMCORE

Sascha Appelhoff & Lena von Goedeke

NORMCORE

September 7 - October 10, 2019

normcore

9th Annual Transformer Storefront Installation

October 12 - November 16, 2019

Opening Reception: September 7, 6-8pm

Exhibition Hours: Wed - Sat, 12-6pm & by appt.

Artist Talk: October 23, 2019, 6-8pm

American University Katzen Arts Center
2nd Floor Rotunda – Room 201

transformer

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Transformer is proud to present **NORMCORE** and **normcore**, an immersive, site-specific exhibition, followed by a condensed version of the exhibition as a storefront installation, by contemporary Berlin-based artists, **Sascha Appelhoff & Lena von Goedeke**.

Playing with the recently coined 'normcore' trend - a portmanteau of normal and hardcore - this exhibition & storefront installation confront this trend's underlying concept of strictly adhering to rules and standards as a way of rebelling and standing out, by reflecting on the way in which 'norms' are commonly perceived in Europe as a stand-in for bureaucracy. Appelhoff & von Goedeke challenge this concept, and the cliché of the uptight rule-following German, through their own perception of the 'norm' - in signs, sizes, and symbols - and by playing with the metric system in the USA, where none of these rules apply.

NORMCORE is part of Transformer's 2019 artistic partnership with Germany, taking place with support from the **Wunderbar Together Year of German-American Friendship**, and is presented in conjunction with Transformer's **16th Annual Silent Auction & Benefit Party**, whose Diplomatic Chair this year is the German Ambassador Emily Haber.

