

REGINA HÜBNER – LOVING

CYFEST 16: Archive of Feeling. A Journey

HayArt Centre – Yerevan – Armenia

16 November - 1 December 2024

Regina Hübner exhibits her iconic video *loving* at CYFEST 16: Archive of Feelings. A Journey at the HayArt Centre from 16 November – 1 December 2024 in Yerevan, Armenia.

The visitors are involved by writing love-letters. Feelings and letters become part of the artwork.

OPENING NIGHT: 16 November 2024, 6 pm.

MEETING: 17 November 2024, 11 am. Regina Hübner and Gabriel Soucheyre in dialogue with the visitors.

HAYART CENTRE: 7a Mashtots Ave., Yerevan, Armenia. 16 Nov – 1 Dec 2024, Mon–Sun 11–19

***loving*, 2016/2024**, Ambientation with single channel video *loving*, HD colour, ambient sound, real time, 7 min, loop; Environment with desk, chair, lamp, paper sheets and pen; Participative act of the visitors, writing a love-letter and leaving it in the drawer.

Exhibition curated by VIDEOFORMES/Gabriel Soucheyre.

BROCHURE: Artist's Statement, Information and Biography by Regina Hübner; Art-analysis text *Take me to the moon (I see who I am)* by Gabriel Soucheyre, translations in Armenian (Susanna Pilosyan, editor Nare Sahakyan), English (Kevin Metz), German (Regina Hübner); Images of the ambientation and of love-letters.

With support of Austrian Embassy Tbilisi.

CYFEST 16: Archive of Feelings. A Journey: 13 November - 1 December 2024 in Yerevan, Armenia

CYFEST International Media Art Festival, founded in 2007 and one of the biggest in Eastern Europe, examines the dialogue between various visual languages and technology cultures. Each year, its program includes several exhibition projects, sound art, video and educational programs. As one of the world's few nomadic cultural events, the festival projects are presented at leading cultural institutions around the world.

ORGANISER: CYLAND Foundation Inc.

LOVING

The video shows the half-moon during its real-time-moving across the sky, observed on a certain date and from a specific point on our globus as a symbol of Love under personal perception and the passage of time.

"On a special day, I was sitting on my terrace in Rome, where I noticed the half-moon in a very rare vertical position. I observed the moon's slow crossing over what seemed to me "my sky" and I started to think about love and time. In my eyes, that image was dramatically beautiful. It was that, what Love meant for me in this very moment: It is slow, it seems long. It is short. The artistic work, which came out from that experience is the video, I've called loving." Regina Hübner, 2016.

***loving* at HayArt Centre**, the main venue of the festival, relates to the local context and to the architecture of the 1985 *béton brut* building, also known as the "Guggenheim of Yerevan". The *Ambientation* is composed by a video-projection directly onto the concave concrete-wall and sound diffusion, an environment with desk, chair, lamp, paper-sheets and pen placed on the platform of one of the HayArt Centre's "petals" and by a participative act, in which the visitors are invited to sit at the desk, to write a love-letter and to leave it in the drawer. The participative act includes the intimacy of the visitors with attention on their handwriting and the visual aspect of the Armenian script, also in the translations. Feelings and the collected love-letters become part of the artwork.

loving is an iconic video of Hübner's oeuvre and was exhibited in different ambientations, beside CYFEST 16 Yerevan. For example, in 2024 at Nuit de L'Image Européenne Clermont-Ferrand; in 2020 at ADAF Athens, Gamma Festival Moscow, Analog Room Dubai; in 2019 at Auckland Live Digital Stage, Vilnius National Museum, Čiurlionis National Museum of Art Kaunas, Mandel Center Tel Aviv, Over the Real Lucca, FIAV Casablanca, FIVAC Camaguey, VIDEOFORMES Hybrid and Digitals Arts Festival Clermont-Ferrand; in 2018 at Nuit Blanche Paris, Dinzlschloss Villach; in 2017 at change + partner contemporary art Bracciano/Rome, Festival Fulgor Arezzo, WAC CAPC Bordeaux, TIME is Love.10 with ADDIS Addis Abeba, Strangloscope Florianópolis, ZKM Karlsruhe, FIVAC Camaguey, MCube Lalitpur, Artspace Tel Aviv, Plymouth University, Sofia Underground; a.o.

The exhibition includes a *Meeting* with Regina Hübner and curator Gabriel Soucheyre, in dialogue with the visitors at HayArt Centre.

The brochure contains the artist's statement, info and biography of Regina Hübner, art analysis text by Gabriel Soucheyre in Armenian, English, German, images of the ambientation and love-letters by the visitors.

Further Material: [GoogleDrive FolderCyfest](#). **See also:** [RH Website Cyfest16](#), [CYFEST Web-site](#), [RH Website](#).

All underlined titles are linked to official websites.

SOCIAL NETWORKS

Facebook:

[REGINAHUEBNER FB](#)

[CYLAND FB](#)

[VIDEOFORMES FB](#)

[GABRIELVSOUCHEYRE FB](#)

[AUSTRIANEMBASSYGEORGIA FB](#)

Instagram:

[REGINAHUEBNERART IG](#)

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