

# WUNDER

WUNDER (MIRACLE) is a type of technical apparatus is a wish-machine. Visitors to choose from a range of phrases, all representing human longings, from a touch-screen in the middle of the room. Slides showing the objects corresponding to the activated words are projected large size onto three walls. References are generated by connecting otherwise unconnected images and words. In this way a new perspective on the meaning and content is created. The selection process demands the active, playful participation of the visitor.



WUNDER, Interactive slide installation, Projection size ca. 2 x 2 m

The sounds above our heads remind us of slot machines. There's a hint of Las Vegas in the air. Enticing thoughts such as performance, luxury and harmony appear on the touch screen, enigmatic chimeras, accompanying us on our trip to consumer society's nirvana.

Here a gentle touch is enough to get the magic words to reveal their secrets. Fantasies accompanied by celestial sounds willingly wander from the edge of the screen to the centre, apparitions appear on the walls. [...] a strange collection similar to the contents of a kitchen drawer, very ordinary things that have been collected from toy shops, stationery shops, sex shops and supermarkets. [...]

This is a serious topic. It's about the power of social models and their links with products; it's about how advertising works; it's about consumption and therefore about the fabric that holds this very society together. Its implementation is on the funny side. On the face of it, it's game show aesthetics. Fred Fröhlich's interactive slide projection show is a cool, calculating game that takes advantage of the viewer's curiosity in order to develop a complex metaphor of the consumer culture. [...] We voluntarily follow Fred's instructions, just as the demand side usually follows the supply side. With the help of advertising, any product can become a fetish, an icon [...].«

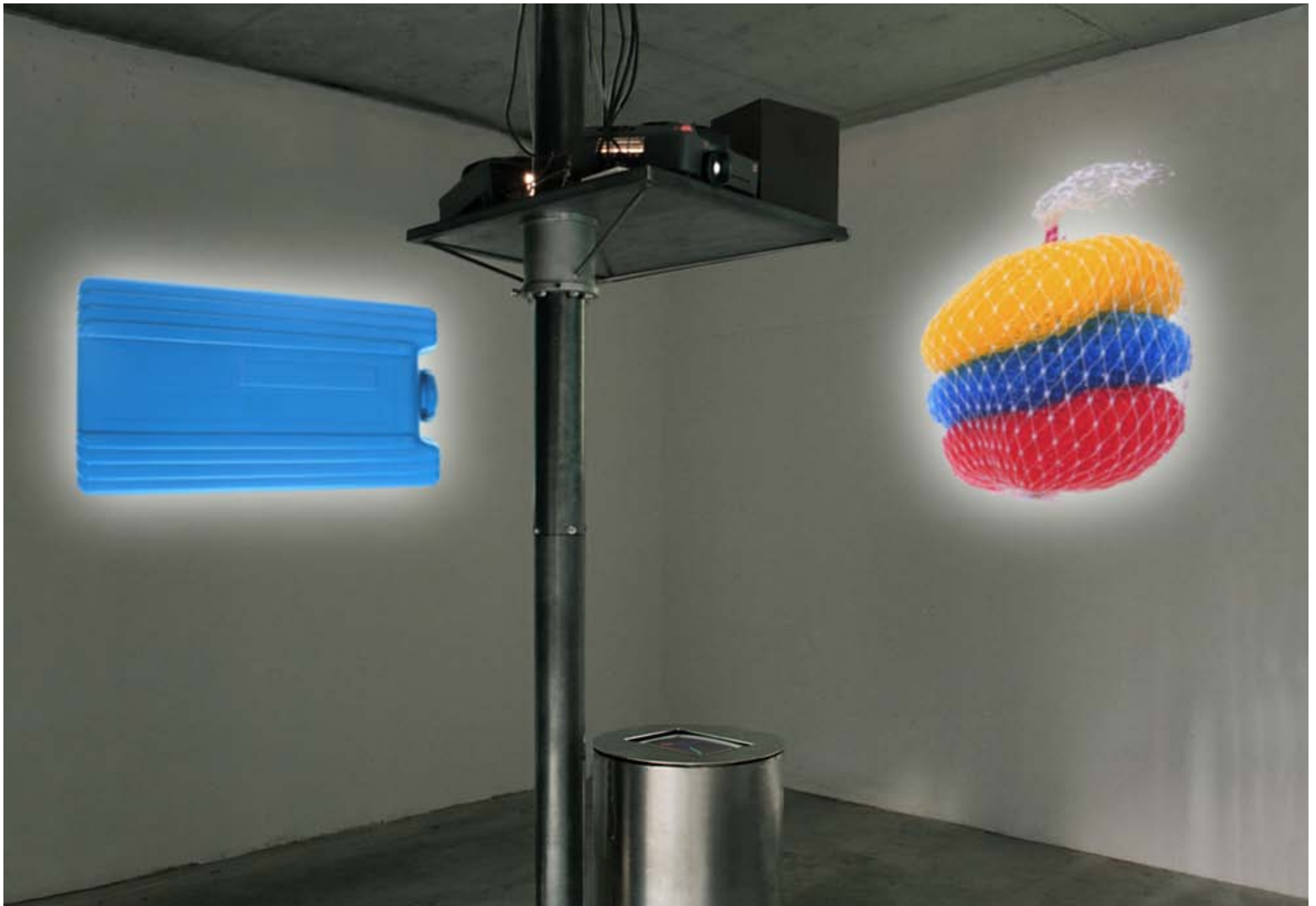
*Text: Tim Sommer, „Placebo“, Exhibition catalog „Vitale Module“, Dresden/Amsterdam 1997*



WUNDER, interactive slide installation, selection out of 196 motifs, projection size ca. 2 x 2 m



WUNDER, interactive slide installation,  
installation view Galleria d'Arte Moderna e Contemporanea Bergamo, Italy, 1997



WUNDER, interactive slide installation, installation view Kunsthau Dresden, Germany, 1998