

HGK NEXA Award 2024

Award Ceremony 7.3.2024

Laudatio 2

Louis Scheurer (Student, MA Masterstudio Industrial Design, HGK Basel)

My name is Louis Scheurer and I'm happy to announce this NEXA Award that goes to:

Cooperative Procurement and Industrial Plant by Anastasia Mueller from BA Fine Arts.

Statement

In the project, the artist combines the mysterious style of Hieronymus Bosch's **Fountain of Youth** with modern visual explorations. The artwork is like a puzzle, making us think about our choices, similar to Bosch's inferno, mixing personal moments with strange situations.

The work is like a masterpiece strategy: both distant and charming because of the use of AI-generated images of excessive consumption and blending them with Bosch's artwork using modern tools like Photoshop. The result is a very polished and almost dreamlike look that also adds humor. This combination transcends time and art forms for the audience.

Like a powerful reset button, the artwork acts and makes us talk about it and think deeply about our lives in a world where disorder and order come together, reflecting the complexities of human and non-human societies.

In the big picture of art, "**Cooperative Procurement and Industrial Plant**" stands out, guiding us on a thoughtful journey through self-reflection and conversation.

Congratulations and thanks for this reset button to **Anastasia Mueller!**