The guru of sustainability and recycling, the man who makes water cans from chip bags, public benches from cigarette butts and shampoo containers from sea debris, Tom Szaky, the founder and managing director of TerraCycle, will arrive in Budapest to participate at one of the most important events of this year’s ART MOMENTS festival, The Universal Sea - Pure or Plastic?! conference. This year, between 7th September and 31st October 2018, Budapest is home to the ART MOMENTS Contemporary Visual Arts Festival for the 10th time. As in previous years, a diverse program will take place at several venues across the city. This wide variety of activities and events include: public interventions - a group of giant fish statues made from metal cans, a plastic waste labyrinth, plus art+science exhibitions, pop-ups and musical textiles (revitalized library chairs in real and virtual spaces) just to name a few.

Image By Alex Cote

The ART MOMENTS festival organizer Hybridart Management, has played an active role in the field of contemporary visual art since 2005. Their aim is to make domestic and foreign art and design accessible to a wider audience by expanding upon classical forms and frames of art. In the same spirit, the Art Moments festival “Design label for Great Wine”— gastro design contest and the Middle East Oriented Zenith Art Exchange international art exchange program are also organized year after year.

Hybridart Management launched the ART MOMENTS visual art program series in 2010. Occasionally it has involved the movement of hundreds of artworks through dozens of locations in the capital, the

A country's contemporary visual art scene can tell a lot about its image. This is why, one of the most important goals of ART MOMENTS is to give contemporary artists space to reflect on today's issues and to extract art from its usual museum and gallery context; placing it out in the open, in public spaces and unorthodox exhibition spaces. This approach offers new and more distinct opportunities for interpretation and motivates visitors to formulate their own, relevant questions.

The focus of the 2018 festival is *environment-conscious thinking, recycling, and circular economy*. This year's ART MOMENTS Festival: The Universal Sea - Pure or Plastic?! is designed to make these important concepts more approachable for people and to demonstrate what they really mean. Everyone knows that global warming, scarcity of traditional energy sources, environmental pollution, untreated garbage gaps and chronic water scarcity is a problem, but many think they are not affected by these issues. Yet, with just our existence we leave a huge ecological footprint on the Earth.

The goal of this year's festival is to demonstrate through professional programs and spectacular public installations, just how wasteful we are in our everyday lives. To show how much rubbish and unnecessary waste, we produce and how little we worry about the fate of all this trash once we throw it away.

Hybridart Management has launched several projects throughout the year focusing on conscious consumption and sustainability. Artists and experts on the topic were called upon, to demonstrate what environmentally conscious thinking means to them. Their works will be showcased at this year's ART MOMENTS Festival, complemented by professional programs and workshops.

**THE UNIVERSAL SEA – PURE OR PLASTIC?! PROGRAMS**

**THE UNIVERSAL SEA – PURE OR PLASTIC?!**

*Sustainability and Art – International conference*

TRIP Hajó

1011 Budapest, Szilágyi Dezső Square, 2nd pier

October 5, 2018

The Universal Sea - Pure or Plastic?! art project is co-funded by Creative Europe.
It aims to support a movement of change makers. It is about joining forces and providing inspiration to find, develop and disseminate effective and sustainable solutions to a complex anthropogenic problem, in the form of plastic waste in the water. We are convinced that science can provide facts, while art is a catalyst for change and entrepreneurship makes long-term success possible.

"The Universal Sea: Pure or Plastic?!" is organized by Entrepreneurship Foundation, Berlin, Germany; Centrum Rzeźby Polskiej (Center of Polish Sculpture), Oronsko, Poland; Hybridart Management, Budapest, Hungary in cooperation with: European Coastal Union (EUCC-D), Germany and numerous associate partners from European countries.

The aim of the program is to stimulate artists and innovators to support the message of social responsibility. In this spirit we have announced three open calls and invited artists to show the power of their art as a catalyst for change. In addition, we created an online platform that promotes connectivity between entrepreneurs and artists, believing that the distinctive innovative and creative thinking that the two possess, complement one another and therefore can offer completely new solutions to various social issues.

One of the most important elements of the one-year project is a one-day conference on the TRIP Boat, located on the Danube river, where presentations and roundtable discussions will be held by domestic and international experts, academics and artists open to the public.

Conference talks and presentations cover the following four major topics:

- Rediscovering the role of the artist
- Art and Innovation
- Socially engaged art towards the problem of water pollution
• Reaching and involving the public

Presenters:
BORDÓS Gábor (Wessling, HU)
Weronika ELERTOWSKA (Center of Polish Sculpture in Oronsko, PL)
FÜLÖP Bence (Trinity Enviro - ThinkTankTrinity, HU)
HUNYADI Réka (Greenpeace Hungary)
KAPRONCZAI Erika (film- and creative producer, HU)
Nicole LOESER (Institute for Art and Innovation, Berlin, DE)
Ewa MARKIEWICZ (artis, PL)
MÁTÉ Gábor (MOME, HU)
Frankie MOUGHTON-SMALL (artist, UK)
Maria POSAHN (European Coastal Union)
Robertina ŠEBJANIČ (artist, SL)
SINKOVICS Ede (artist, HU)
SZEDER Kata (Hybridart Management)
Dr. SZUCS Tamás (European Commission DG EAC)
VÉGH Júlia (artist, HU)
Prof. Kaethe WENZEL (Europe-University of Flensburg, DE)

The special guest of the conference will be Hungarian born Tom Szaky the founder and managing director of Terra Cycle.

Attending the conference is free of charge, but registration is required:
https://docs.google.com/forms/d/e/1FAIpQLSeGQ8Dr5_G6G4Ad6ze-qw71pYmXFQ1DgipYR1sACJo7GAOhQ/viewform

THE UNIVERSAL SEA – PURE OR PLASTIC?!
Project exhibition (*Artists list see below)
Hybridart Space
1052 Budapest, Galamb Street 6.
October 6-13, 2018
Opening: October 5, 7 pm

Since its launch in 2017, The Universal Sea project has published three open calls. Each time we were looking to answer the question: Can art act as a catalyst for social change and, if so, how?

The first open call received more than 250 applications from 38 countries. A professional jury and public voting decided on five artists to be invited to The Universal Sea residency program.

The touring art and science exhibition ‘The Universal Sea: Pure or Plastic?!’ features the selected ‘Top 100 artists’* from our first open call which creatively tackles the topic of plastic pollution. Furthermore it presents facts about the plastic epidemic and showcases some innovations from The Universal Sea community.
A performance by Robertina Sebjanic, a workshop by Ewa Markiewicz and artworks by all the five Artists in Residence will be on display:

- Robertina Šebjanič: Aquatocene / The subaquatic quest for serenity
- Liina Klauss: Broken Dreams 1. / Shattered Dreams
- Kapronczai Erika és Végh Júlia: Plastic Waste Labyrinth
- Frankie Moughton-Small: The Plastic Sea
- Ewa Markiewicz: Scheme that will survive ages. “Bile versus phlegm”

THE UNIVERSAL SEA – PURE OR PLASTIC?!
International exhibition
Mikve
1014 Budapest, Palota Street 1.
October 12-23, 2018
Opening: October 11, 7 pm
Contemporary creations – from any given age - have always been the sensitive imprints of a given society. They are able to demonstrate the problems of their time and serve as indicators. They can give a detailed picture of society by reflecting economy, religion and culture.

Focusing on the main topic of the ART MOMENTS: The Universal Sea Budapest Festival, the exhibition brings together works from students and invited artists in the historic space of Mikve a former Jewish Ritual Bathhouse. Young artists are an essential part of shaping new perspectives and by bringing their works to a historical site these participating artists will engage with the past while rethinking how we live in the present as well as future possibilities. On show will be selected collaborative artworks by students from Berlin University of the Arts and Technical University of Berlin who have been working with different European science research institutes.

PLASTIC WASTE LABYRINTH – Public Intervention  
Júlia Végh (HU) and Erika Kraponczai (HU)  
Madách Square  
September 28 – October 1, 2018  
and  
Millenáris  
1024 Budapest  
October 2-14, 2018

The Plastic Waste Labyrinth is a public art project. The artists Júlia and Erika are creating a huge labyrinth made of plastic waste cubes. As an eco-art project, they are building a huge structure made of 110 x 160cm plastic waste cubes with the help of the audience, on the square in front of the Basilica in Budapest. People can enter and get lost in there too. The goal is to find a way out together. Hereby, the artists represent the urgent necessity for figuring out solutions to the actual common plastic pollution problem on our planet Earth. During the labyrinth-journey, we all have time to think through the problem together.
HYBRIDART CAMP

International art camp and public art installation
1051 Budapest, Eötvös tér
September 7-17, 2018

In 2018, the third Hybridart Camp - Upcycling Art with the theme "The Universal Sea" was held. The sculpture group, made of 10,000 recycled aluminum cans, was prepared over a period of 10 days and is designed to draw attention to the importance of protecting our natural waters. The enormous public space installation was designed by students and fresh graduates from Hungarian, Czech, Polish, Slovak and Emirate art universities. The team of 12 people was led by the sculptor, Gergő Kovách.

Hybridart Management launched the Hybridart Camp - Upcycling Art international art camp in 2016 in collaboration with the Abu Dhabi based Etihad Modern Art Gallery. The 10 day long art camp was themed “Circle of Life” and was hosted by Benedictine Abbey of Pannonhalma. The camp was led by sculptors, Gergő Kovách and György Szász, and art students from the Visegrád countries and the UAE attended. As a result of the joint work of the team members, a 4-meter-high dinosaur-shaped installation was built using more than 4,000 plastic PET bottles of the Benedictine Abbey’s Vis Vitais mineral water. Last year, the International Hybridart Art Camp was held in the Zsolnay Cultural Quarter of Pécs, and focused on the theme of Upcycling Art. The 2.5 meter tall, 4 meter long horse’s head installation was made from 8,000 aluminum cans.

The themes of the annually organized camp display and showcase the spirit of conscious consumption and sustainability through fine art. The raw materials used for the works are selected accordingly. This year’s statue was made from recycled aluminum cans. The installation was created in the spirit of environmental awareness and upcycling that is re-utilization. In essence re-utilization means, that an item that we no longer need is given a new function with minimal energy
consumption, making it part of our environment in its new, creative form. The huge fishes are covered with pressed aluminum containers, which refer to the importance of the selective collection of aluminum tins, especially, since these empty, pressed containers can be collected, stored and recycled very efficiently.

The statue can be seen at the Zsolnay Cultural Quarter in Pécs throughout August, while in September, within the framework of the annual ART MOMENTS Festival for visual arts, it will be on display in Budapest, followed by an exhibition in Abu Dhabi and finally in Dubai.

Artists participating in the program:
Shaikha alDhaheri (Zayed University, Abu Dhabi), Tamás Dani (University of Pécs), Marianka Grabska (Center for Polish Sculpture in Orlenisko), Yea-eun Jang (Academy of Arts, Architecture and Design in Prague), Bence Krisztian (University of Pécs), Viktor Kováč (Academy of Fine Arts and Design in Bratislava), Adrienn Molnár (University of Kaposvár), Gergő Nagy (Hungarian Academy of Fine Arts), Minami Nishinaga (Academy of Arts, Architecture and Design in Prague), Veronika Posta (University of Pécs) Rezai Amin, László Vajna (University of Szeged)

In 2018, the creative camp was hosted by the University of Pécs and the Zsolnay Cultural Quarter, with the support of the Visegrád Fund, Henkel and Inter Metal.

THE UNIVERSAL SEA – PURE OR PLASTIC?!
Hackathon + Workshops
Hybridart Space
1052 Budapest, Galamb u. 6.
October 4, 2018 from 2 to 6 pm
and Mikve
1014 Budapest, Palota út 1.
October 17, 2018 from from 2 to 6 pm (tbc)

We invite artists, professionals dealing with sustainability, creative thinkers and entrepreneurs to a half-day-long professional workshop (hackathon). Where we can deal in manifold ways with environmental problems that concern us all. Please RSVP!

The workshop organized at Mikve, both for children and adults, moderated by Liina Klauss, resident artist of The Universal Sea – Pure or Plastic?! is meant to raise interest and awareness towards environmental consciousness. It takes 2-3 hours. Please RSVP!

THE UNIVERSAL SEA – PURE OR PLASTIC?!
International short film competition screening
Trafóklub
1094 Budapest, Liliom Street 41.
October 28, 2018, 6 pm
The Universal Sea - Pure or Plastic?! is an international initiative, that aims to find new forms of cooperation between arts, science, technology and businesses. It is not solely reflecting on the role and responsibility of artists, but also tries to explore the opportunities that arise when these four distinctive areas encounter each other.

The project focuses on the burning issue of the contamination of our waters. Art is capable of stimulating action, exploring new opportunities and supporting creative solutions to fight the plastic epidemic. This is why, the third open call for The Universal Sea - Pure or Plastic?! project was an invitation to short-filmmakers from anywhere in the world regardless of age or gender. We will showcase a shortlist of these films, sent to us from the United States to the Canary Islands and from Africa to Oceania, during ART MOMENTS: The Universal Sea Budapest Festival. Through the eyes of filmmakers, we are looking for answers to our water contamination and the plastic epidemic.

DAILY SEA
by Kaethe Wenzel
Bajcsy-Zsilinszky Street, Deák Square and Erzsébet Square
October 1-15, 2018

The dying oceans cause widespread concern and anxiety. But what can we actually do? How to avoid plastic waste, and help maritime life survive? How to do this in our everyday lives? Saving the oceans requires a collaborative effort and a change of (consumption) culture.
**DAILY SEA** by Kaethe Wenzel is a three-step project with:

1.) 10-15 interviews with specialists who deal with the pollution of the oceans, resulting in
2.) 10-20 easy tips on how to avoid plastic waste and help preserve maritime life as part of your daily routine;
3.) Publishing: The tips will be published in the streets as billboards. They will consist of easily applicable recommendations/tricks on waste reduction, images with street-sign-like pictograms depicting the connectedness of humans, animals, and the oceans and additionally the link to the interviews.

The keys to the entire project are applicability, striking images and thorough research.

The pictograms will be supposedly easily understandable but actually complex depictions of human/animal/plant combinations, evoking science fiction, folk motives and fantasies.

Kaethe Wenzel’s work extends from surveying techniques to Science Fiction. She collects utopian ideas and alternative world concepts, from which she develops machines and service interventions. Since 2009 she has been using interview-based drawing, to map geographical and socio-cultural borders.

**RUTHI HELBITZ COHEN**
Art Market Budapest
Millenáris
stand: WHITECONCEPTS Gallery
October 11-14, 2018

The Israeli artist Ruthi Helbitz Cohen will be featured at the ART MOMENTS: The Universal Sea – Pure or Plastic?! festival with her stunning paperwork at the booth of WHITECONCEPTS Gallery.

A girl facing a tree shows her inability to break out of the chains of tears that connect her to the burned tree. Her hands are disconnected from her body, reflecting her inability to break through. It is a symbol for the relationship between her and the remains of a tree, a shattered memory, a forgotten experience. Nature (of life) is represented as a black, threatened tree.

SATELLITE PROGRAMS

SZIRMAY ZSANETT: SENSORY YARN
Pop-up exhibition
Hybridart Space
1052 Budapest, Galamb Street 6.
September 20-21, 2018
Opening: September 20, 7pm

In 2014, at Vienna Design Week, Zsanett Szirmay introduced her textile installation, SoundWeaving, a project that touches on all sensory organs. It combines the boundaries of folkart, design and music. Its call word is: transformation. The embroidery is transformed into laser-cut textiles, while the cross-stitch patterns are turned into melodies. In the creative process, the textile artist and the composer work closely together. The essence of their joint work is the mapped out music of traditional patterns taken from folk motives, rewritten through a reverberating comb that transforms it into sounds.

In 2015, at the Dubai Design Week, SoundWeaving - Middle East Edition, was introduced developed together with Hybridart Management and MOME, and in 2018 SoundWeaving V4 Edition, within the framework of the V4 Presidency took place, comprising of cross stitch patterns from Czech, Polish, Slovakian and Hungarian folk embroidery, and exhibited at 10 locations in the 4 countries.

At Hybridart Space Gallery, during the 10th ART MOMENTS festival, Zsanett Szirmay will be exhibiting her MOME’s Fashion and Textile Design Mastery called Sensory Yarn, which also experiments with the various sensory organs.

“My masterwork is an interactive experimental textile for the visually impaired and people with sight. We transformed the verse fragments of Sándor Weöres’s verse cycles called the “Ragcarpet”. Depending on the content, the verses appear as layers on the structure. Each technique represents a sensual surface: symbolizing vision, hearing, and touch. The palpable layer of the text appears through machine embroidery on the fabric, which is overlaid with a special conductive strand. Through touching the embroidered characters, you are able to hear the text verse,” - Zsanett Szirmay.
10+13
Selected exhibition of the Furniture Program of the MOME Design Department
Hybridart Space
1052 Budapest, Galamb Street 6.
September 26-30, 2018
Opening: September 25, 7 pm

For many years, it has been an important endeavor of Hybridart Management, to provide a platform for young, early-stage artists to introduce themselves and showcase their works. This exhibition will allow an insight into the works of students of the MOME Design School.

Each semester, the department chooses a furniture design project that is materialized through creative brainstorming. During the first semester of the 2017/18 academic year, a significant number of exciting and worthy design objects were realized within the framework of the chair rehabilitation project, which was organized for the third time. Its purpose was to revive the deteriorated furniture in a physical and intellectual sense and to broaden the spectrum of student training. The 10 + 13 exhibitions show the objects that were redesigned by the students; the metal framework of their former library chairs and a previous work’s mantles. Part of the task was to re-think function, experimenting with formatting, material association, technology, and even craftsmanship. The initial frames could only use minimal geometric changes and slight renovation. The focus of the experiment was to determine the relationship between the new and the existing furniture structure and to add value to the product and its original function.

Due to the premium quality and exquisite workmanship of the presented pieces, the exhibition will be presented via a non-traditional exhibition style, focusing on the most unique elements of each item.

Aside from the furniture, there are no nametag or project descriptions in the physical space. Instead of the usual explanatory descriptions and a traditional catalog, an online directory uses an extended reality to talk about the scanned objects in the homogeneous space. The exhibited design objects can be scanned with smartphones or tablets and subsequently the information about students, their inspiration, design, transformation and implementation phases are displayed on the visitor’s device, in the form of a video or a photo document.

ZENITH ART EXCHANGE
Zayed University x Hybridart Management
Art Market Budapest
Booth: P 304
Millenáris
October 11-14, 2018

As part of the 2018 ART MOMENTS festival, through the Zenith Art Exchange Program, the arts faculty of Zayed University, Abu Dhabi, will be exhibiting at this year’s Art Market Budapest Art Fair. The United Arab Emirates has always been an important participant in the ART MOMENTS festival, be it via: design, photography, fine arts or an international fairy-tale illustration competition.
Hybridart Management launched its Zenith Art Exchange Program in 2013 with the aim of promoting international art dialogue and creating an introductory opportunity for domestic artists abroad as well as for foreign artists in Hungary. Within the framework of the program, several joint exhibitions have been held both in Hungary and in the Arab region, with collaborating partners such as the Abu Dhabi Art Hub, Tashkeel Dubai, Fatima bint Mohammed bin Zayed Initiative, Fatima Bint Hazza Cultural Foundation and the Etihad Modern Art Gallery.

In addition to the international representation of contemporary art, the promotion of Hungarian design also plays an important role in the Zenith Art Exchange program. In 2015, through Hybridart Management and in collaboration with the Design Terminal, Hungarian designers had the chance to participate for the second time at the largest international design fair in the Arab region, the Design Days Dubai. Furthermore the SoundWeaving Middle East Edition also appeared at the Design Week thanks to the Moholy-Nagy University of Art and Design.

Zayed University’s College of Arts and Creative
Dean: Kevin Badni
Curator: Walter Willems

Presenting artists of Art Market Budapest:
Ayesha Hadhir, Hisa Alzaroooni, Meera Alhameli, Rawdha Al Ketbi, Shaikha Al

UNBOUND - THE UNEXPECTED CONSTELLATION
Bruno BAPTISTELLI (BR), Zsófi BARABÁS (HU), Adrian KISS (RO-HU), Anna-Bella PAPP (RO)
Curator: Zita SÁRVÁRI
Hybridart Space
1052 Budapest, Galamb Street. 6.
October 18-31, 2018.
Opening: October 17, 7 pm

Simplicity, reduced gestures, repetition, specifically processed surfaces, monochrome palette or line-led drawing; these keywords could be used to define the four young contemporary artists shown in the Unbound - The Unexpected Constellation exhibition, which was curated by Zita Sárvári. The exhibited works showcase geometric elements evoking architectural effects alternating with organic freehand forms. Identical and repetitive forms of the self-referential works reveal a re-designed and stylized version of our own environment. The environment surrounding us is an inspirational source for all four exhibitors. In the works of Zsófi and Anna-Bella, the city and its structural system, its network structure and repetitive patterns, are shown in a completely abstract form. In Bruno and Adrian’s artefacts, we can find more specific references to these and the historicity of the re-contextualized version of the objects.

The art of Bruno Baptistelli (1985, BR) is based on the meticulous observation of the functions of urban spaces and the conclusions drawn from it. His activity is similar to the practice of urban
archaeology, except that he uses their presence as a comprehensive cultural and sociological picture of certain aspects.

Zsófi Barabás (1980, HU) has found her voice through the field of abstract painting, but figurative drawing also plays a major role in her art. Repetition and rhythm, as two of the principles of art, are also driving forces behind Zsófia’s art. Again and again she takes on organic shapes and rugged surfaces, breaking the plasmatic wave movements with sharp geometric details.

Anna-Bella Papp (1988, RO) lives and works in Antwerp. In recent years, she has gained international recognition with her large pieces of clay board objects. Her uniform book-like boards highlight the infinite variation in the spectrum of clay. From very simple geometric solutions to more complex figural, hand-scratched motifs.

Adriant Kiss (1990, RO) cannot be presented with the conceptual framework of traditional genres. The genres of applied arts are as obvious in their sculptural and installation works as the formal elements of architecture or the automotive industry. But he also pays special attention to simple objects of our prosaic everyday life, such as a basketball, a fan, or a vase that he uses in a re-contextualized form in his works.

ENTRÉE 2018

Mikve
1014 Budapest, Palota Street 1.
October 27 – November 7, 2018.
Opening: 26 October 26, 7 pm

The artworks of the freshly graduated students from the universities of fine - and applied arts can normally only be seen within the walls of the given institutions - at exhibitions organized for the students’ graduate thesis defence. That is why, Hybridart Management launched its Entrée program in 2014, which allows these students’ artworks to be seen on other platforms, outside the university walls.

Each year, more and more institutions join the program and, in the meantime, it has gone international. In February 2016, for example, during the Abu Dhabi Hungarian Days, the Entrée materials of the year were also on display at the Etihad Modern Art Gallery in Abu Dhabi. In the summer of 2018 the end of the Entrée V4 Edition: a selection of works from the 2017 graduate students of the Visegrad Group countries could be seen. The travelling exhibition of 33 works enjoyed great success in nine locations throughout major cities of the region.

The Entrée 2018 exhibition will be on display in the newly restored medieval cellar system of St. George Square in the Buda Castle, which was once a ritual bath connected to Budapest’s first medieval synagogue. The exhibition features a selection of works from the graduate students of the Hungarian Academy of Fine Arts, the Moholy-Nagy University of Art and Design, the Faculty of Arts of the University of Pécs, the Faculty of Visual Arts of the University of Károly Eszterházy in Eger, the Arts Faculty of the University of Szeged, the Art Academy of Kaposvár and the Budapest Metropolitan University.
*Artists presented at the exhibition / Presenting artists of the exhibition:


Image by Chriss Aghana Nwobu