

Identity for the Change in Values

Transdisciplinary communication for the emancipation of the cow

Impact Art by Barbara Anna Husar

Milk is an interlink between our regional cultural techniques and an indicator for integrative economies.

The hot-air balloon in shape and colour of an udder is becoming the supra-regional smoke signal for sustainability. A new movement in the sky outlines the sustainable paths of our interactions with nature. The world's oldest aircraft becomes the accompanying vehicle of change in values in the 21st century. The interdisciplinary art project refers to indigenous knowledge in dealing with nature and works on the navel of interaction to strengthen collective and future oriented consciousness.

UDDER is a discourse tool with an outstanding presence and acts as a neurotransmitter for holistic transmission of excitement throughout society.

UDDER is a flying lighthouse above the area of Lake Constance and shines with increased activity of forward-looking and sustainable metabolism. The hot-air balloon becomes a symbol and an engine for focused corporative transformation.

UDDER is a visionary, participatory art project and outlines a network of conscious interactions between humans and environment up in the sky.

Discourse tool UDDER _ identity-creating symbol

The emancipation of the cow stands for a higher balance between economy and nature. Isolating the udder from its context symbolizes the complex interactions of the adaptive system components like economy, nature, politics and social responsibility. The airship becomes an accompanying discourse tool around the dimensions of udders and deeper value chains. UDDER resolves rigidly believed perspectives of our society and exponentiates society-transforming impulses.

Lighthouse UDDER _ branding for slow-movements

UDDER increases the visibility of future-oriented cultural performances and enables new perspectives in the relationship between appreciation and value creation. UDDER becomes the regional branding for slow-movements and is a clear indicator for the orientation towards socio-economic implementation of sustainable activities.

UDDER uplifts are a synergetic string of characters and possible for Philosophicum Lech, Forum Alpbach, FAQ Bregenzerwald or World Economic Forum Davos. Future-oriented directional decisions such as the widening of the Rhine or the ecologisation of agriculture in Liechtenstein are other options for UDDER to rise, as well as the preliminary highlight in project planning for 2022, the documenta15 in Kassel.

Artproject UDDER _ IMPACT ART

The interactive art project oscillates between social sculpture, art in public space, land art, culture and tourism branding, kinetic art, performance, smoke signal and landmark. A frictional surface for resource-awareness is provided by the airship. UDDER generates change in value through reflection. The uplifts of UDDER add up to a drawing. A network of impulses is leaving traces in the sky and accompanies the evolution of human consciousness. Core of the participatory art project is the logbook of the hot air balloon.

breathe in _ breathe out



U D D E R
BARBARA ANNA HUSAR
2018

Dynamics and Topography

The topography of the Great Walser Valley becomes the stage for the maiden voyage of UDDER. At Walserherbst 2018, the „steepest festival in the middle of the mountains“, the social sculpture will rise for the first time. As a performance that refines perception, UDDER accompanies the festival discourse about the flow of milk and places the crown on the cow. With increased activity of sustainable approaches in agriculture, cultural and market economy, the UDDER's pulse becomes from then on noticeable. The airship operates nationwide and opens new chapters in transdisciplinary cooperations.

Radius and Anchoring

Synergetic coupling of spectacular landscape images with sustainable content will experience media-friendly usability at all levels. The Women's Museum in Hittisau will open their doors and functions as the first home stable for UDDER from october 2018. Future stables, for example in Palais Liechtenstein in Feldkirch, are in preparation. The hot-air balloon will enrich various cultural sites with installation related documentations about the ongoing process. The radius of action is in the beginning limited to the Alpine Rhine Valley and adjacent cultural hubs of the four-country region (AT, LI, CH, DE). As soon as content and myth are locally anchored, the hot air balloon is programmed as a prototype for a global movement.

[*further related GLANDS >>>*](#)

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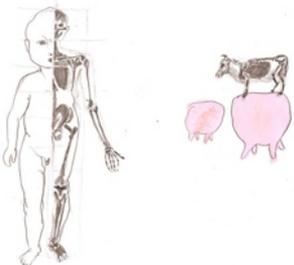
[*Barbara Anna Husar*](#) _ [*Patrons & Supporters*](#)

UDDER is a trend-setting excitation to scrutinise exploitation at all levels.

UDDER is a sensitive resource.

UDDER gives and nourishes.

UDDER is female.



Yes you can _ Apply your hand to UDDER _ ART on PULSE

stimulate DISCOURSE & MEDIAS

support DOCUMENTATION

collect ART



Warren Buffet:
„Nowadays only fools do not invest in bees.“

C o n t a c t

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Guidance Discourse:

Association Goldenes Euter