



## Seller's Remorse

An exhibition by Danish artist Hannah Heilmann

Fernisering: January 14 2022, 3-8pm, Gasværksvej 9, 1750 Copenhagen V.

Exhibition period: January 14 - February 26, 2022.

**"This artwork can be part of the exhibition, but I won't sell it. It is my favorite. At least it is very expensive. No, actually It is not for sale."**

In *Seller's Remorse*, Hannah Heilmann presents a testament to the role of emotions in consumer behavior. By turning the term *buyers remorse* on its head, she situates herself as a producer within the consumer wheel, but also asks about remorse in the production industries. Through new works, including drawings of dressed-up stick-figures and ghostly clothes in eerie landscapes, mannequins and sculptures of cardboard, and an idiosyncratic webshop, Heilmann invites you into her artistic engine room where complex and poetic narratives about consumerism intertwine.

It is a complicated story bound in economy and objects, but also in desire, nostalgia, identity-building, and addiction. It goes beyond time and reason, as contemporary fast fashion mimics the 1800s with romantic notions, when in fact the people of the industrial revolution were on a fast track dreaming of a better future. Heilmann maps out such narratives by tracing artifacts, clothes, and historic machinery and placing her findings within uneasy dream worlds side by side with contemporary trends and shop-like architecture. Passive stick-figures dressed to impress are drifting as ghosts without direction. Mannequins perform as prop-shop assistants, selling decorative mixed-media works, standing next to a box of wooden arms and torn pieces of cardboard. It is two sides of the consumer-coin, capturing individuality between creation and aesthetics and decay and remorse.

For her exhibition at GAS9GALLERY, Heilmann connects her mystical world-building with the gallery's surrounding architecture by bringing the espaliers from the Vesterbro street into the gallery space, and setting the stage with grey painted walls for the many ghosts and shadows of consumerism.

During the exhibition period, Heilmann will launch the idiosyncratic webshop *Pre-reformed.shop*. The shop's first reluctant item will be an edition *I'm Trying to Buy Less* (2021), a sewing pattern for a medieval dress type, published by ARIEL PRESS. Later on more work will be for sale, but the prices will be idiosyncratic and according to sentimental value.

We hope you will join us for an evening of compulsory shopping, psychological pricing, and hopefully not too much seller's remorse.

### GAS9GALLERY

A warm thank you to Hannah Heilmann for a great collaboration.

**Hannah Heilmann** (b. 1978) is MA in Art History from the University of Copenhagen, and lecturer at The Royal Danish Academy of Fine Arts. She has performed at The National Gallery, and exhibited at ARoS, Møstings Hus and Den Frie. She co-founded the artistic projectspace TOVES (2010-2017), and was part of the artists group No Fear (2001-2010). She has been premiered by the Danish Arts Foundation, and her works are part of collections at The National Gallery, Kunstmuseum Brandts and Heart - Museum of Contemporary Art.

Please do not hesitate to contact the gallery for further information and press material. **GAS9GALLERY**. Gasværksvej 9, 1656 Copenhagen. [www.Gas9.dk](http://www.Gas9.dk). Gallery Director: [Nanna@gas9.dk](mailto:Nanna@gas9.dk)