

SERVICEWERKBERLIN

8. SEPT. - 18. SEPT. 2016 EXHIBITION | BERLIN



Verboten

Rex



GALERIE | THE BALLERY

NOLLENDORF STR. 11 | BERLIN SCHÖNEBERG

VERNISSAGE DO|THU 8. SEPT. 2016 | 19-22h



GALERIE: www.theballery.com ARTIST: www.rexwerk.com CURATOR: www.servicewerk.de

8 SEPTEMBER 2016, 8pm

Classic Meets Fetish

• BY TYRONE RONTGANGER •



A FUNDRAISER EVENT FOR



AND

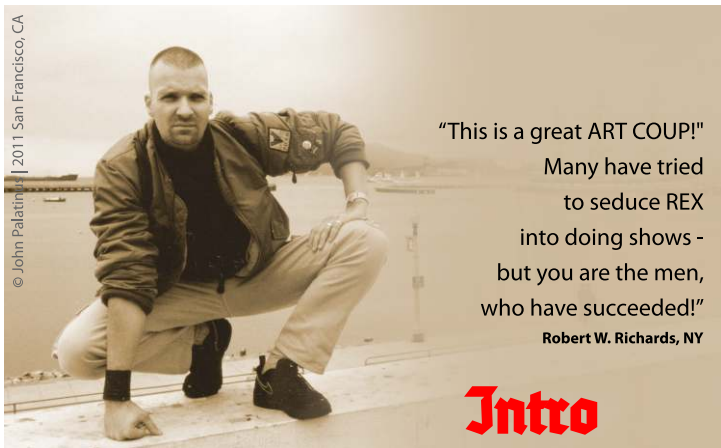


PHOTO BY MAX SAUWATH 1.SAMAJIN.COM



CLASSIC MEETS FETISH
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www.classic-meets-fetish.de





"This is a great ART COUP!"

Many have tried
to seduce REX
into doing shows -
but you are the men,
who have succeeded!"

Robert W. Richards, NY

Intro

I was quite surprised, when a friend of mine told me that the legendary artist REX had been living in Amsterdam for quite a while. This pioneering gay artist set the standards of today's fashions and fetishes in the kink queer community. His pornographic art has been seen for decades in magazines, leaflets, on t-shirts and more. We have seen Freddy Mercury wearing the REX MINESHAFT t-shirts on stage; a Paris based shop honored the artist by using his name for their logo and the Berlin based guesthouse MINESHAFT chose that name, as REX MINESHAFT posters are forever associated with that legendary New York leather-bar. Even outside the CLUB CONNECTION in Berlin one of his images appears on their street mural.

With this booklet I would like to introduce the upcoming first German exhibition of this iconic artist and would like to increase the support of the community through crowdfunding. Nevertheless, we want to bring upfront recognition of his work to art-lovers, visitors and collectors as well.

Bernd Althans [SWB ART-PR] Curator

Full info about the Berlin REX exhibition
www.servicewerk.com





Rex

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Homepage des Künstlers
www.rexwerk.com

Rx039 | **BRIAN** # 1 | NEW YORK | 12th March 2001

Program

OPENING Thu. 8th Sept. 2016

[photography* NOT permitted | please register | 18+]

6 - 7 pm | VIP reception

7 - 10 pm | official public opening | speaker GUY BURCH, London

EXHIBITION* | opening hours

[FREE ENTRY - optional entry requested 3,00€ | photography* NOT permitted | 18+]

FRI 09.09 | noon - 8 pm

SAT 10.09. | 10 am - 10 pm

FOLSOM-streetfair > 10 am - noon > free coffee

SUN 11.09. | 2 - 8 pm

MON 12.09. | noon - 8 pm

TUE 13.09. | 2 - 8 pm

WED 14.09. | closed

THU 15.09. | 4 - 10 pm

8 pm > SPECIAL lecture

REX: Persona non Grata - Survival is the Best Revenge

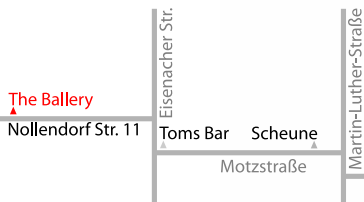
FRI 16.09. | 2 - 8 pm

SAT 17.09. | 2 - 8 pm

SUN 18.09. | 2 - 6 pm > **FINISSAGE**

* The entrance is free [18+] - to support travel & transport of art and artist we recommend a voluntary symbolic cover charge of 3€

<http://folsomeurope.info/>



FOLSOM BERLIN 2016

Fuggerstraße

event | guest-list FACEBOOK
<https://www.facebook.com/events/258811557816704/?ti=icl>

* MARK ESPER. PHOTOGRAPHER.



prices & sizes

How to Purchase Art

Instrumental in the re-discovery of REX and his art was the Dutch curator Marcel Sluiman who selected a choice of 50 images highlighting his 40 year career to be issued for the first time as Fine Art prints, signed, dated and numbered by the artist himself. These signed REX limited edition prints are being sold during the Berlin exhibition. Until September 1st a special discount is granted in advance on sales. Worldwide - There are currently no more than 50 REX original art pieces available on the international art-market. Due to their scarcity REX original are highly recommended to collectors as art investments. The artist has permitted the Berlin curator and gallery to have access to six of these originals, and may be viewed by serious buyers interested in Berlin, by appointment.

ORIGINALS

6x [prices rank between 10–20.000 €] appointment on request info@servicewerk.com

ART-PRINTS (50 images)

limited editions - numbered - dated - signed - 100x edition
paper "Somerset Enhanced Velvet" [100% cotton based - acid free]
frames beech | black matt lacquered // museum-glass matt [claryl]

XL

40 x 50 cm – frames 58x63 cm à 400 €
(on demand + frames 300 €)

L

30 x 40 cm – frames 43x53 cm à 250 €
(on demand + frames 200 €)

Collectors discount

until 1. Sept. 2016 **25%**
1.9.2016 – 8.9.2016 [Opening] **15%**

MERCHANDISE

Catalog [32 Pages | 21x21 cm] 15€
at Opening 10€

Poster Din A 2 – 300g | glossy 5€ | Poster

Postcards [as available in exhibition] 3€ | card

20€ | 10 card

T-Shirts etc.

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Wir machen Deinen Fetish tragbar!

please check at desk
during exhibition

06



contact | orders | appointments
www.servicewerk-berlin.de/contact.html



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Öffnungszeiten

Mi-Sa: 12-19.00 Uhr

Open

Wed-Sat: 12-7.00 pm



<<< NEW HOMEPAGE | NEUE WEBSEITE

www.LEDERHOSEN-STADL.de

<http://LEDERHOSEN-STADL-Berlin.tumblr.com>



folsom-Europe in Berlin

Folsom Berlin hosts the legendary erotic artist REX

Unnoticed for a generation, a legendary and mysterious figure from the era after Stonewall has been quietly living in Europe. Before Mapplethorpe there was Rex. Just as Tom of Finland realized and gave form to a new ideal of gay masculinity for the generation before him, Rex prepared the way for Mapplethorpe and the modern fetish community. He is the last of the legends.

In many ways Rex is the father of Folsom. First living in New York, where his work was the public face of now near mythical clubs such as the Mineshaft and the most famous of fetish bars, the Eagle, the Lure and Rawhide. Then in San Francisco, where Folsom began, he was part of the fabric of that city's gay DNA. It is not possible to imagine fetish now without the imagination of the man who drew it then. It was Rex's work that promoted the famous Black and White circuit parties at the Saint in New York and featured in the film CRUISING starring Al Pacino and on the T-shirt under Freddie Mercury's leather jacket.

Continues page 12

Homepage Guy Burch | artist
www.guyburch.co.uk







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AUSSTELLUNG | EXHIBITION

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Deserving comparison with Beardsley's illustration to Wilde or Roland Caillaux's for Genet, his meticulous pen and ink work is both: pornographic and fine art. Rex is unapologetically explicitly erotic - uncompromising in his view of the sexuality of men. The desire of the back alley, the cheap hotel and the toilet, surreal imaging's about strange men you were warned about as children. Rex waits in the cellar, at the top of dark stairs and in the Lab. He evokes the shivers of excitement and fear that lead to arousal. He achieves it through a technique of exactly high standard that has inspired a generation, from what we wear and fantasize about, from bar interiors and clothing to Manga and graphic novels. Rex is the subconscious of our desire.

2016-06-11 | Guy Burch | London | UK

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exhibition venue in Berlin
<http://theballery.com/>

SCHLIEMANNSTRASSE 38, 10437 BERLIN TEL, +49 (0)30 442 77 86
DI-FR 12.00-20.00 UHR, SA 12.00-18.00 UHR



LEATHERS

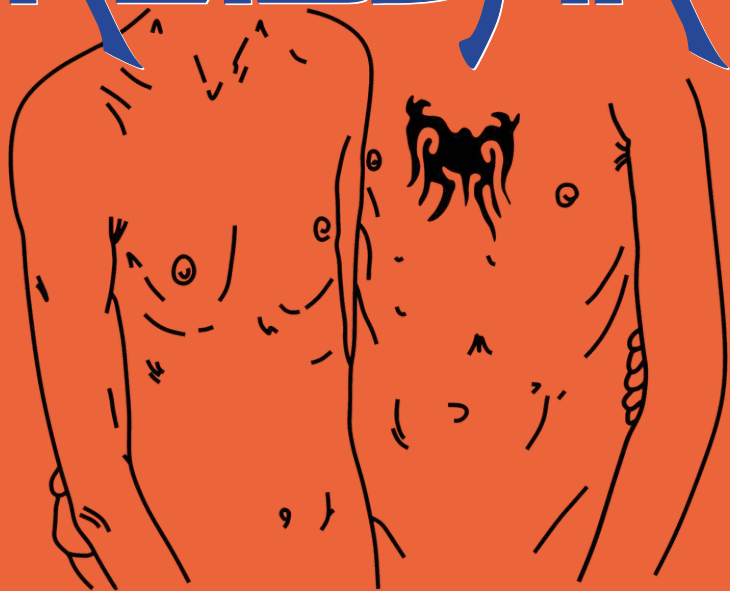
LEDERWERKSTATT BERLIN



WWW.LEATHERS.DE



REIZBAR



Motzstraße 30
Berlin - Schöneberg



<http://Reizbar-Berlin.com>

facebook: Reizbar | **gayromeo:** Club Reizbar

Crowdfunding | Sponsoring

The exhibition takes place in Berlin within walking distance from FolsomStreetfair / Fuggerstr. We have a lot of extra ideas. By gaining sponsors and supporters we would like to print an exhibition catalog as well as creating a quality of presentation that honors this almost forgotten pioneering gay artist, now in his seventies in the way he deserves our respect. Please visit our STARTNEXT project, choose from small to large support and share with your friends.

1 x Superior	5.000€
2 x Presenter	3.000€
3 x Partner	1.000€
10 x Sponsor	500€
FOLLOW-UP exhibitor	500€
20 x Supporter	250€
REX Beer Partner	ab238€
50 x Friend	50€
100 x VIP	20€
Media Partner	
Hospitality-Partner	



All details you may find on our STARTNEXT page [see link below]. Every supporter with an investment of 238 € or more will receive an accountability report.

Targeted sum: 7.000 € [Deadline 15.08.2016]

In case we reach more than planned, after fulfilling the granted offer the remaining amount will be forwarded to the artist.

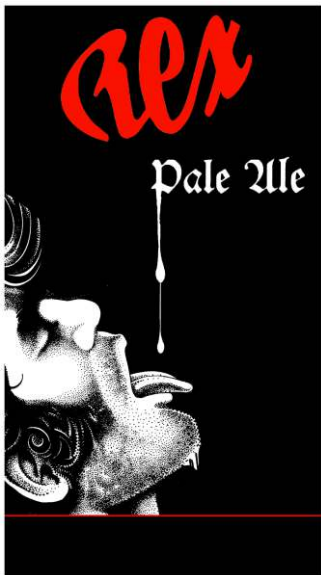
STARTNEXT | Crowdfunding | Sponsoring
<https://www.startnext.com/rex-berlin-art-pride>



BUSINESS 2 BUSINESS

Pale Ale Rex Bier

In cooperation with a local Berlin craft beer brewery we are planning to brew one simmer [1.000 liter] of fine Pale Ale. You can not find this high quality product on the market as it was created of a private team of beer-fans. You may either support this crazy idea to happen or, as a bar, restaurant, shop owner you may become a retailer selling this beer draft or from bottles to your customers. So, you may earn money o this outstanding product and still support REX exhibition. [please note, that this is a very limited edition]. If you would like to learn more, our staff may visit you and answer your questions.



Contact info@servicewerk.com – **Tag:** Bier

A 10 barrels each 50 liters - 200€ + 38€ tax = 238€ per barrel [to buy];
Sales 0,33l - 150 glasses // 3,40€/glas = 510€ [profit sales 272€]

B 3x500 bottels each 0,33l - our prices 2,38€/bottel [500x = 1.190€]
0,33l bottle | sale 4,50€ [profit/ 500 Fl. = 1060€]

Minimum amount: 238€ = 1x barrel or 100 bottels

In case of 2.380€ plus 238€ a „fee“, exclusivity granted
incl. LOGO Imprint Label



Motivations

Guests, visiting the REX exhibition in Berlin this fall, might have to confront their inner philosophical conflict between "What is art and what is pornography?" Don't both come together at a certain point? There are countless erotic images and sculptures in the world of art. But in his unambiguous and explicit joining of the two thru desire, REX has combined both. In his defiant roles as outsider, misfit and loose canon of the art world, REX has become a style-setting icon of both worlds—art and pornography. Always in our midst, yet somehow not among us, REX captured an alternative mindset that defied the social norms, moral standards and arbitrarily restrictive laws of both Church and State in his time. Who would have thought these images from the dark side of life would morph nearly a halfcentury later into an international kink community. That by portraying the Fantasies of a few special men his art would one day act as the impetus for a world-wide brotherhood of sexually liberated and open-minded men. The mission of SERVICEWERK is to provide space for the marginalized, voice to the unspeakable and to make the impossible possible. REX has proven time and again that his "repulsive" imagery were ahead of their time. Who loves and buys REX today, is "one step ahead" of the art world status quo. This Berlin exhibition will show what for decades has scared galleries and publishers alike. This work is one man's brave mission of freedom of expression. Many visitors will remain unusually contemplative after meeting this "hidden" art for the first time and learning about the artist REX.

If you want to hear more about the man, who never followed common standards, but always his inner visions by participating and experiencing that other dark side of life is invited to our little lecture on 15th September* at 8 pm: Freedom of art and expression cut through the borders of society, religion, politics and moral standards that dictate our personal lives.

Bernd Althans | Kurator



english Informations
www.servicewerk.de/english_info

*Gallery The Ballery



Servicewerk Berlin



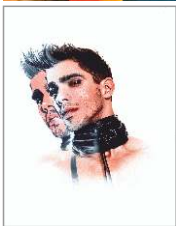
www.john-palatinus.com

The PALATINUS-PROJECT was created by SERVICEWERK in cooperation with Alan Harmon [V-M-P Blog], who discovered this great story. The still international traveling exhibition shows so called "beefcake-photography" and tells the fascinating story of the fall and rise of photographer John Palatinus.



www.urbaniakpm.de

Latest discovery of SERVICEWERK is the Berlin based polish Homo-Surrealist Piotr Urbaniak. His profound watercolor art as well as his provocative and humorous sculptures are fascinating audiences. After working with him during the LGBT Motzstrassen-Fair, we are proud to present his first solo show in Oslo [opening 18th Sept. 2016]. More to come.



www.robert-w-richards.com

During summer 2014 for the first time SERVICEWERK organized a small retrospective at WERKSTATTGALLERY Berlin to introduce famous New York illustrator Robert W. Richards. Exclusive department store GALERIES LAFAYETTE | Berlin exhibited an extra selection of 24 of his "Latin lovers" to its customers. His next show in preparation is for Paris.



www.deike.de

Berlin based community celebrity Lars Dei-

Art-Pride

ke will have an extended "FETISH ART SHOW" during Antwerp Fetish Pride in February 2017 organized by SERVICEWERK.

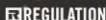
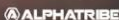
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FETISH APARTMENTS IN BERLIN

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<http://mineshaft-berlin.com>

