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## These flowers will never die

Gregor Hildebrandt:

Pre-recorded cassette tapes and records are the basic material for Gregor Hildebrandt's installations. A contemporary artist living in Berlin, Gregor's artwork usually derives its titles from fragment of musical records. 'The co-existence of two seemingly polarized or conflicting experiences within one relation is a recurrent theme in Gregor's work,' says Anna Ballestrem.

With his first ever solo exhibition in India at Gallery Isa, with 'memories and fugacity' as the subject, his work have a calming quality, where a harmonious blend of black, grey and white is the palette of choice.

**You employ the material of every-day environment and link it well with aspects of conceptual art. What prompts you to do so?**

I have been greatly inspired by music and use the cassette tape in my paintings and this conceptual and minimal art has now become my regular practice. I enjoy the whole process of transforming a song into an art work.

**What is your solo show at Gallery Isa about?**

Except for two granite works, I will exclusively show rip-offs paintings at Galerie Isa. Onto all of them I have pre-recorded the song 'Bloodflowers' by The Cure. Also, the title for the exhibition as a whole is taken from this song (These Flowers will never die). I was inspired by Warhol, whom I quote in all the paintings.

**New media is gradually becoming popular, and a lot of artists are drawn to it in order to express their work. Does it mean that the conventional mediums are losing their place?**

Yes, lots of new media is coming in with the new generation of artists and there is also a new generation of young collectors who are coming and following these artists and their practices. The conventional method of art is evergreen I feel, and will always find a place with an art lover!

**Give us a peek into your next project/series?**

I'm participating in two group exhibitions, one at Museum MARTa Herford (Germany), and the other at the Bass Museum in Miami.

The exhibitions opens on 5th of February, 2014 till 26th of April, 2014 at Gallery Isa.