



PODERNUOVO
A PALAZZONE

PAOLO E GIOVANNI BULGARI

NAKED LUNCH: THE DARK ROOM ENLIGHTENED



Naked Lunch: The Dark Room Enlightened is a project by Norma Jeane for INVOLVER - Socle du Monde Biennale 2012, in collaboration with A Hereford Beefstouw, Heart Museum and Podernuovo a Palazzone. Venue: Herring Museum of Contemporary Art, Denmark, from 15.09.2012 to 20.01.2013.



All participants must leave their clothes, shoes and any other personal belongings in the changing cabins before entering the space. Here everything is conceived to experience collectively some of the most basic, yet powerful, vital functions: eating, drinking, caring after one own's body, socializing (feelings of excitement, embarrassment, sexual attraction and repulsion included), engaging alterations of mental and physical faculties, and more.



The best food and wine, lounge music, soft bathrobes and first class minimalistic restaurant accessories are the complementary ingredients to this sensual experience carried out in complete privacy. Guests (up to 12) are totally free to organize by themselves the area and its content for the whole duration of the session (up to 5 hours). In the Naked Lunch area the only rule is that there are no rules! In case someone feels offended by the behavior of other participants, the only option is to leave.



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The project pays homage to Piero Manzoni who realized in Herning some of his most stunning masterpieces. Manzoni's great talent allowed him to mix metaphysics and glitters creating what he called a "total space" of thought and action that ended up to coincide with the whole world (Socle du Monde).

Naked Lunch: The Dark Room Enlightened is ultimately an experiment of how a person would act if people, facing their pulsions in full light, had the conditions to reconcile with life.