

## Mädchensache (Girl's Business)

For the video "Mädchensache" Pia Lanzinger visited girls from Kiel at the age of 11 to 19 years in their private environment and filmed them in their rooms. The young women report about one special thing that plays an important role for them. The girls often don't know that a girl culture exists. Accordingly in the Cultural Studies the awareness only hesitantly win recognition that in addition to a boy culture a girl culture exists, which is all important. The accessories and collectibles, posters and photos in the rooms of the girls are an expression of the balancing act, to construct from the vast offer new symbol worlds that will help them to be on trend, yet by demarcation generate identity. Pia Lanzinger makes private public. She shows how this private space is characterised by the gender-specific socialization, by „typically girlish behaviour“, by media, advertising, stereotypes. She opens the possibility of exchange which leads to social, cultural and personal communication. *Dörte Zbikowski*



Video, length: 18 min 17 sec, 2003

accessoiresmaximalismus, Kunsthalle zu Kiel, 2003

COOLHUNTERS. Youth Cultures between Media and the Market, ZKM in Städtische Galerie Karlsruhe, 2005 and Künstlerhaus Vienna, 2005 and Kunsthalle Budapest/Hungary, 2006

Video stills „Mädchensache“

>



