

**To dare is to lose
one's footing
momentarily.
Not to dare
is to lose
oneself**

(Soren Kierkegaard)



SETUP | ARTFAIR
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#setup17

Theme of SetUp 2017: **Equilibrium**

Daring means losing your equilibrium for a moment, not daring means losing yourself
(Soren Kierkegaard)

Guiding the fifth edition of the SetUp Contemporary Art Fair is the theme of **equilibrium**.

The reasons for this choice of theme are provided by this saying of Kierkegaard's which embodies the essence of SetUp, a fair which came precisely from the daring of a project which had and continues to live the ambition of changing things. Five years ago we dared, we believed in it and we learnt to stay in a "balancing" state becoming tightrope walkers on a tightrope called the future.

But what's more; we want to give a certain continuity to what we have achieved so far and the theme of **equilibrium** is ideal for continuing the reflection we started with the 2016 edition with the theme of orientation. If orientation is "knowing where to go" and thus having a full awareness of oneself/one's own existence, what does it mean not to lose yourself?

The theme **equilibrium**, as interpreted by Kierkegaard, plays on a subtle paradox which sees restlessness as our existential drive; incoherence with modern times which are decidedly marked by instability, the exhibitors of SetUp 2017 will be asked to explore the economic, social, political, relationship and geographical situations but also the physical, technological or formal and identity situations through a curatorial project based on the theme of **equilibrium** in which proportion, harmony, symmetry, static, as well as excess, dynamics, imbalance and the action of forces are the points where the opportunities for interpreting the present through art open up.

Some questions: does equilibrium exist? How long does it last? What does being in suspense mean? Can there be ethical equilibrium? Is progress balanced? Is free will balanced? Does the identity of alignment produce an imbalance? Is attraction an oscillation? How does it manifest itself?

There will be multiple answers, there is not one better opinion because the beauty of this reflection lies in the diversity of personal and/or collective visions integrated with the artists' works which best represent the interpretation of the theme **equilibrium**. Each project will be an important point of view. We are asking the exhibitors of SetUp 2017 to dare, in order not to lose themselves!