

Dorota Sadovská publishes the third issue of SADO 3

PRESS RELEASE

A magazine and a gallery in one – that's SADO 3, specifically *public art* issued by the artist Dorota Sadovská as her personal project. For her unique "exhibition" she has chosen – for the third time – the guise of a woman's lifestyle magazine, subtitled *No more need to depilate! Cultivate!* Its hundred pages are filled with photographs and texts written by prominent Slovak and foreign authors. SADO 3 will be presented to the public on Tuesday, April 21st, 2015 at 6.00 p.m. at the Nedbalka Gallery on Nedbalova street in Bratislava, with all of the authors present. On the following day, the publishing house Slovart will begin distribution of the magazine's Slovak and English versions.

"The project arose from the need to create a platform for communication with viewers who don't usually visit galleries and don't seek out contemporary visual art. That is one of the reasons why magazine in its visual aspect evokes a lifestyle or fashion magazine, which can reach a large number of random viewers. At the same time it is an original non-commercial project, a specific form of public-art – art in a public space. The magazine is registered and distributed in the manner of a regular periodical," Dorota Sadovská says.

Attractively presented, the magazine gives an overview of the last five years of the author's professional life, thematically bound to the human body, the fashion industry and the overlap of photography into three-dimensional space. These topics are reflected also on SADO 3's cover. The author of the cover text (plus the headline *No more need to depilate! Cultivate!*) is the poet Ivan Štrpka. Prominent domestic and international art theoreticians, and also poets and photographers, portray the author's creations or reflect on them in texts and interviews

Together with Ivan Štrpka, the list of contributors to Dorota Sadovská's magazine includes Katarína Bajcurová, Viktor Čech, Rudo Fila, Mila Haugová, Manfred Chobot, Šymon Kliman, Diana Majdánková, Lucia Miklošková, Anne Ring Petersen, Tono Stano, and many others.

Exactly ten years have passed since the publication of SADO 1 (full name SADO – VSKA). The first two published issues (2005, 2007) provoked numerous reactions, as evidenced by media responses and the frequent citations in specialised book publications.

SADO is variously referred to as an original gallery form, a paper exhibition, a catalogue, or an anthology of reactions.

In 2006 Dezider Tóth, painter and professor, wrote of SADO 1: “In Slovakia, I think, Dorota Sadovská’s SADO 1 / Spring 2005 can be regarded as a unique attempt to break the existing barrier between those who are creating art and those whom it is addressed to. The choice of a “women’s magazine” was not an end in itself. It was based on long-standing concepts developed by the author over the course of many years, and also on her work with different media types (painting, video, photography, installation); but above all, it involved examination of the “aura” carried by a particular work of art as it enters a particular area – both physical and social, or political. This, of course, goes hand in hand with the presence of art in life and the interference of art with life. Taking into account also the artist’s high professional standards, one can be assured of quality results from the SADO project currently in preparation.”

After the first issue appeared, Aurel Hrabušický described the project as a new step in the decades-long effort to make works of art and artistic gestures part of public space. In his view, “the artist’s distinctive abilities enable her to reach not only the intellectual but also the lower layers of consciousness of her audience. She manages to remain relatively popular on the one hand, and to attract the snobbish and intellectual art-lovers as well.”

SADO 1, SADO 2, as well as further information on the magazine’s current third issue, will be added to the artist’s website www.sadovska.sk.

Zuzana Golianová

zuzanagolian.press@gmail.com

Bratislava, April 13th, 2015

media support SADO 3

