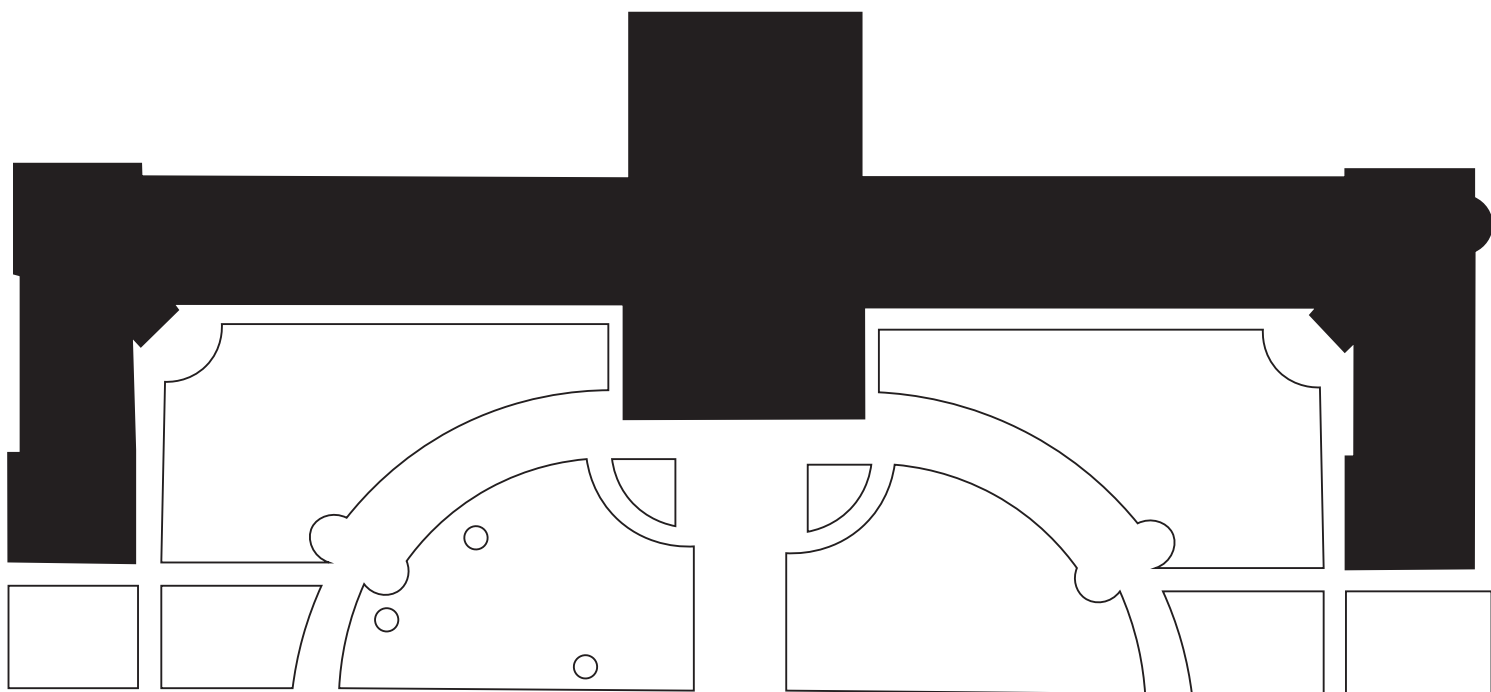


Eldar Kiurebegov

"On Air / Off Air"

3 sculptures, each approx. Ø 1 m, H 2,8 m
Square steel bars, welded

2026



Akademiestraße

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Square steel bars, welded

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The work consists of three freestanding sculptures in the form of advertising columns (German: Litfaßsäulen). They adopt the dimensions and proportions of their real counterparts while reducing them to their essential construction. What remains is a linear framework of welded steel bars.

In this work, image, surface, and message have been removed. The familiar form remains, but its function has disappeared. By reducing the structure to its bare framework, attention shifts from what is normally displayed to the act of display itself. The sculptures create space—physically through their open construction and conceptually through the absence of content.

The advertising column is an integral element of public space. By placing the sculptures outdoors, the work returns them to their original context while simultaneously stripping them of their intended function. This creates a tension between the familiar and the unfamiliar, between presence and absence. Where information, advertising, and visual attention are usually generated, the structures remain empty. Their recognizable form first invites recognition, then produces a sense of disorientation.

Rather than offering direct criticism, the work opens up a space for reflection. Presence and absence, visibility and meaning are brought into a new relationship.