



July 28, 2026

FOR IMMEDIATE RELEASE

(Or delayed release. Or a release that never quite arrives.)

AVA GALLERY AND ART CENTER ANNOUNCES A MAN WHO IS TECHNICALLY JUST PASSING THROUGH

Lebanon, NH — AVA Gallery and Art Center, a local institution of uncertain and earnest purposes will briefly contain Johannes Grenzfurthner on Wednesday, August 12, from 7:00PM until the event exhausts itself. This is not a tour stop, it's a leak.

Grenzfurthner — Austrian artist, founder of the alt-art-tech collective MONOCHROM, the man who coined the term “context hacking” and who lives it across social art, film, and the wondrous realm of emotional machines — is en route from somewhere in the Western United States to New York City. AVA is not the destination; we're the layover. We're the lukewarm half-glass and airport pretzel of his itinerary. And we could not be more proud.

"We didn't book him," said AVA's director of test art. "He's passing near us, the way a cloud scrapes over a mountain. We happened to be here and the conditions were just right."

For thirty-plus years, Grenzfurthner has made inquiries. Intervened. He has discovered and invented stories at intersections most people don't recognize as an intersection without a crosswalk. Then, suddenly, he's standing in the middle of it, redirecting mental traffic with a camera and a theory. MONOCHROM, the collective he founded, has been variously described as an art group, a technology group, a philosophy group, and by at least one uncorroborated source as, “a weather system with opinions.”

What will happen on August 12 is unknown, neither to AVA nor to Grenzfurthner. There may be talking. There may be an object. “We might try a PowerPoint if the ‘vibe’ is right,” said Grenzfurthner. The purpose is to get the argument to argue with itself. What is known is that the room will be small, the night will be singular, and the gifts in question are, by Grenzfurthner's own design, unruly.

Doors, in the strict sense, will open at 6:30 PM; Grenzfurthner has promised to start something at 7:00PM unless he has already begun. The event will end when it ends — a detail AVA is treating as a curatorial choice.

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AVA Gallery and Art Center is a nonprofit arts organization serving 61 communities across the Upper Valley region of New Hampshire and Vermont, through exhibitions, education, membership, and a building where people learn to make things with their hands and occasionally set off the smoke alarm. This is, as far as we can tell, the first time it has hosted a rest stop.

CONTACT:

Lars Hasselblad Torres, Executive Director

lars@avagallery.org

Johannes Grenzfurthner

jg@monochrom.at

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Johannes Grenzfurthner (MONOCHROM) with the sock puppets "Kiki and Bubu" (2008)

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The Nail and the Thread: How MONOCHROM Built a World from Rubble and Trouble and Stays Restlessly Curious!

MONOCHROM began in Vienna in 1993 as a scrappy fanzine born from punk, politics, science fiction, and dissatisfaction with a cyberculture already hardening into ideology. It grew, without anything resembling a master plan, into an internationally active art collective, film-production company, social incubator, and generator of context hacks. Its founder and artistic director, Johannes Grenzfurthner, has been called a "Leitnerd," a designation that rather neatly captures his dubious role in the overlapping worlds of art, technology, hacking, theory, and organized troublemaking.

For more than three decades, MONOCHROM has manipulated audiences into participating in lies, invented realities, and temporary worlds, then fed productively on the emotions these situations produced. Its projects include Roboexotica, the world's leading festival for cocktail robotics; Arse Elektronika, a conference on sex and technology; experiments involving premature burial; fictional nations, improvised institutions, public interventions, performances, computer games, feature films, documentaries, and many other attempts to locate the correct weapon of mass distribution for an idea.

In this lecture performance, Grenzfurthner follows the nails, loose threads, glorious mistakes, and temporary solidarities that have held MONOCHROM's strange universe together. Rather than offering a tidy retrospective, he asks what happens when an art group refuses to settle into a single medium, identity, or respectable career path, and instead keeps building new worlds from whatever rubble and trouble happens to be available. It is a story about productive failure, political mischief, DIY culture, and the stubborn conviction that restless curiosity can still function as a method of resistance.

Johannes Grenzfurthner, 2026

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Solvent (Film Shoot, behind the scenes) - Johannes Grenzfurthner in Unterzögersdorf,
Lower Austria (2023)

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Preparations for MONOCHROM's "Six Feet Under Club" (2010)