

# MGKSiegen

Museum für Gegenwartskunst Siegen  
Unteres Schloss 1  
57072 Siegen

FRI. 21.10.2022  
Press release

## Florence Jung Sam 28.10.22–26.2.23

For the first time, the Museum für Gegenwartskunst Siegen is presenting a digital art experience for smartphones in collaboration with the artist Florence Jung and the Berlin-based developer team interkit. Sam is the title of the app, which will be available for download from 28 October in the Apple App Store and the Google Playstore.

With Sam, Florence Jung reflects on how technologies construct emotionally charged spaces that blur the line between fiction and reality, and how these complex digital entities breed an illusion of intimacy that encroaches on daily life. In an era where everyone publishes thoughts and opinions on their own device, Sam also presents an experimental approach to literature that continues Florence Jung's incisive exploration into contemporary angst and its effects on our collective psyche.

As an online friend, Sam reaches out to you via chat and accompanies you through everyday life over the span of a few weeks. Attentive residents will also be able to encounter Sam's presence in a wide variety of places in Siegen's urban space.

Sam by Florence Jung is the fourth project within the framework of "Open Worlds", a research project of the Museum für Gegenwartskunst Siegen, the Kestner Gesellschaft Hannover, IMAGINE THE CITY Hamburg and the Museum Marta Herford. "Open Worlds" is funded by the Fonds Digital in the Kultur Digital programme of the Federal Cultural Foundation for a period of four years (2020-2024). Together with artists, curators and users, the four institutions for contemporary art are developing digital courses and artistic productions in urban space that intertwine physical and virtual experiences.

Curators: Elena Frickmann, Thomas Thiel

The project is supported by

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The app can be downloaded from October 28 via the QR code below.  
Sam is available in English, German and French.



## Press Conference

FRI. 28.10. 12 am

With artist Florence Jung, the curators Elena Frickmann and Thomas Thiel, and the developers Holger Heißmeyer and Jakob Wierzba

## First Encounter

FRI. 28.10. 7 pm

In the entrance hall of the MGKSiegen, admission free