

ARTFORUM

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10. Marcel Odenbach, *Mir hat es den Kopf verdreht* (It turned my head), 1996, two-channel color video projection, 5 minutes 8 seconds. Installation view.

10 Marcel Odenbach Sooner or later everything turns to video, but how did we get here? Without an understanding of Odenbach's evolution from the mid-'70s to the present, one can't really claim to know much about the development of video as medium on the European continent. It seems that most technical innovations were first put to artistic use by Odenbach; a few years later, others would follow. With a very selective retrospective at the Frankfurter Kunstverein and a brand-new installation a few yards away at the Museum für Moderne Kunst, Odenbach makes his case. I'm still dizzy from the double projection *Mir hat es den Kopf verdreht* (It turned my head), 1996, but now at least I know what I'm talking about. □