



**SOUTHDALE**

Shopping Centre

*Where it all  
comes together.*

Christoph Büchel (born 1966, Basel, Switzerland)

*The Land of David*

June 17th – October 6th 2014

Museum of Old and New Art

Hobart, Tasmania, Australia

Part One

Title: *Land of David (Poynduk)*

Location – Bathurst Harbour / South West National Park World Heritage Area, Tasmania Australia, 220km South West of MONA Museum.

Content

A 40sqm two bedroom pre-fabricated dwelling has been constructed in the Tasmanian South West National Park World Heritage Area. The structure is one commonly used for settlement housing in new Israel and Palestine (and by the Chinese movements onto the Tibetan Plateau). The Jewish community refer to them as caravilla. Büchel has located this caravilla in the area in which young Melbourne born Critchley Parker died in 1942 while on a mission to discover a site to relocate the Jewish diaspora.

Positioned in front of the caravilla is a 4.0m x 3.0 m billboard advertising 'Poynduk holiday villas now available at Port Davey' with a free call 1800 number supplied. The billboard lists *Southdale Development* as the company responsible for the promotion. Poynduk is the Tasmanian Aboriginal name for swan, and is the name Critchley gave to his southern promised land.

Located 20 minutes by boat (or a day's walk) from Büchel's caravilla site a foundation stone for the Southdale Shopping Centre sits at the foot of Bathurst Harbour's Mt MacKenzie, only meters from the grave of Critchley Parker. The stone is cast from cement purchased in Tel Aviv from the Neshet Israel Cement Enterprises who form part of the supply chain for the production of the West Bank Barrier. This foundation stone is etched (in a gold leaf finish) with the Southdale rising sun logo and the phrase 'where it all comes together'. The foundation stone contains a time capsule which includes extracts from Critchley Parker's diary.





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## Part Two

Title: *Land of David (Southdale Shopping Centre)*

Location – Mona Museum site (various locations)

## Content

The entrance to the Mona site, on Main Rd Berriedale, a billboard announces 'An exciting new shopping experience is coming soon'. The billboard reads: *'Tasmania's first centre of fashion and article de luxe, Scheduled for completion in early 2015 the Southdale Shopping Centre will include: Approximately 30 new specialty retailers including premium fashion, cosmetics and luxury goods; An additional 100 car parking spaces; A new accommodation and entertainment complex; Spaces for the community to enjoy.'* Logos of multi-national brands: Chanel, Estee Lauder, Calvin Klein, Helena Rubinstein, Victoria's Secret, and Hugo Boss (all companies with relationships to WWII Jewish diaspora, Chanel and Hugo Boss with links to the Nazi party and Klein and Rubinstein both coming from refugee families.)

The bus stop on the Main road in front of Mona displays a promotion for the forthcoming shopping centre and these brands, and the once minimal concrete walls either side of the Mona driveway are mounted by large illuminated *Southdale Shopping Centre* signage.



Continuing on to the tennis court outside the museum entrance Büchel has placed a duplicate of the South West National Park caravilla on the rooftop. Next to this a billboard with the same content promotes the new holiday villa development down in the area. (NB: the Poynduk Southdale property development launch, which included anonymous advertising in the local newspaper The Mercury, coincided with the Tasmanian State Government's announcements for expressions of interest for new development in this politically controversial area, which itself coincided with the Abbot Government's plan to release parcels of land in the area for logging and development opportunities.) All exhibition banners surrounding the tennis court entrance have been replaced with *Southdale Shopping Centre* banners and the mirrored entrance to the museum now sports an illuminated *Southdale Shopping Centre* sign placed above.



Büchel has detailed the Roy Grounds Courtyard House into the entrance of the *Southdale Shopping Centre*. Atm machines (not functioning) complete with Büchel designed graphics scrolling across the screens sit at the entrance. Above is set of posters advertising *Wrest Point Casino* with the slogan 'We want you to get lost' and a poster claiming to be from the Australian Liberal Party showing white sheep kicking a black sheep off the Australian flag with the heading 'Improving Security' (NB: these Liberal Party posters are also available for the public to take away with them and were distributed anonymously – by Büchel – to letterboxes throughout selected suburbs of Hobart).

Illuminated light boxes advertise the presence of Helena Rubinstein and Hugo Boss, and a floor plan of the Southdale mall greets the visitor. There is also a large illuminated light box advertising the a joint development project listing groups such as the State Government of Tasmanian, Forestry Tasmania, Transfield, Stantos, and *Southdale Developments*. A miniature coin-operated rescue boat sits in front of the image of Bathurst Harbour in the Southwest National Park with the slogan – *Developing Tasmania*. This advertisement is also installed on a light box at the Qantas baggages collection carousel at Hobart Airport and appeared as a quarter page advertisement in the *The Mercury*.

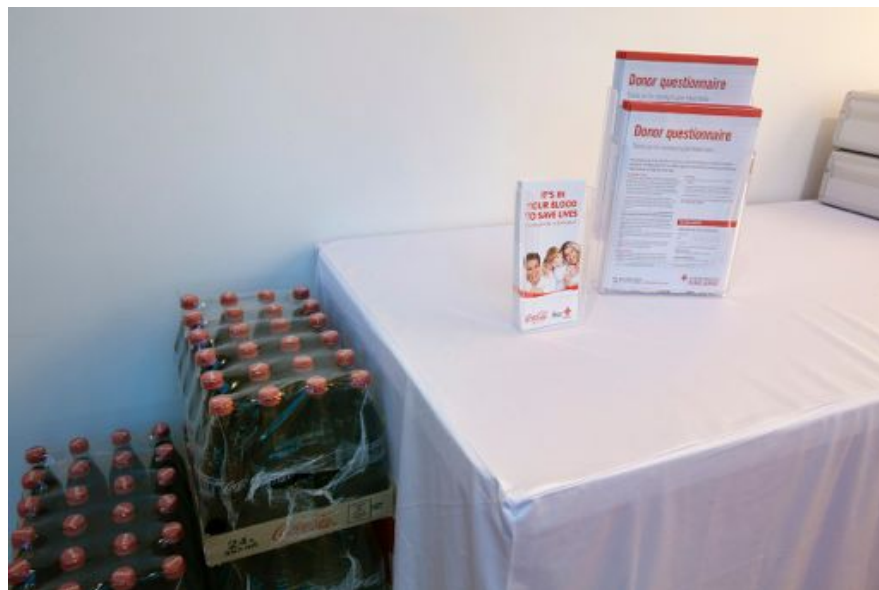


Mona's museum reception area has been transformed into a satellite office of the Tasmanian Information & Travel Centre. Mona's reception desks, walls, signage, have all been re-skinned to share the aesthetic of their Davey Street, Hobart office. Pull-up banners, pamphlets, posters and videos provide advertising for local tourism operators (including Par Avion, a local small plane operator who can fly you to the South West caravilla), along with racks of souvenirs and postcards to fill the space. Büchel has mixed souvenir's from the Tasmanian Port Arthur area – site of the 1996 massacre by Martin Bryant in which 35 people were killed, and Tasmania's most famous convict site; Souvenir's from Jerusalem including a 3d puzzle of the Western Wall, skull caps, and Dome of the Rock snow globes. These are placed adjacent to a section of kitsch Australian Aboriginal souvenir's including didgeridoo of varying size, decorated boomerangs, and dot painting patterned table mats. These 'genuine' souvenir's are mixed in a gift shop corner with plastic moulds in the shape of Aboriginal faces and boomerangs used for making white chocolates and a selection of locally made golliwogs.



Büchel's Southdale 'common area' continues around the spaces surrounding Mona's glass elevator. At the entrance to Mona's permanent bookshop is an A-frame, trestle table and shelving promoting the release of David Walsh's new biography *The Land of David*. This 380 page book, published by *Southdale Publishing*, comes complete with an ISBN shared with the first edition of *Mein Kampf*. On the cover of the book is a portrait of David Walsh wearing a t-shirt printed with a portrait of Critchley Parker. The content of the fallacious biography is a selection of essays, diaries, lists, and images all of which relate to the story of Critchley Parker's misadventure and the related love story and political climate in Australia at the time and today. Other texts include a complete list of Israeli Illegal settlements; Eichmann's final solution; Tasmanian Government Gaming legislation; an extract from a biography of Solomon Guggenheim; Critchley Parker's diaries; an extract from Richard Flanagan's novel *Gould's Book of Fish*; a graphic novel produced by the Australian Government to warn refugees against taking up passage with people smugglers; and a copy of the Transfield Services Reconciliation Action Plan. The A-frame placed at the front of the shelf of books announces that David Walsh will be present for a book signing today (which he won't be).

To the right of the *Land of David* book promotion are three imitation Le Corbusier *chaise longue* modified with arm rests for resting while blood is being taken. With these chairs sits a trestle table dressed with a Red Cross table cloth, IV blood bag stands, information slips and forms for blood donation, and a Red Cross pull-up banner showing a happy white middle class family.





Continuing on we pass inconspicuous advertisements for AUDI and Calvin Klein, and a poster for a new champagne and oyster bar opening at Mona called The Midden. Mona's busy Courtyard House cafe has been transformed into a Starbucks cafe, complete with cups, mugs, hats, staff uniforms and a machine pumping out artificial scent to make the space smell of croissants baking. On the walls of this seemingly innocuous Starbucks cafe are a group of 'problematic artworks' produced by Büchel and his assistant. Though mostly going unnoticed the presence of some of the imagery could make some cafe patrons ill-at-ease – photographs of Nazi gas chambers made in the style of Andy Warhol or an image of a BMW stolen (and set alight) by Martin Bryant during his attempt to escape from the Port Arthur massacre scene. These are combined with a set of anti-Semitic cartoons presented as an exhibition in the Starbucks along with a group of flattened and framed cement bags from Nesher Israel Cement Enterprises.



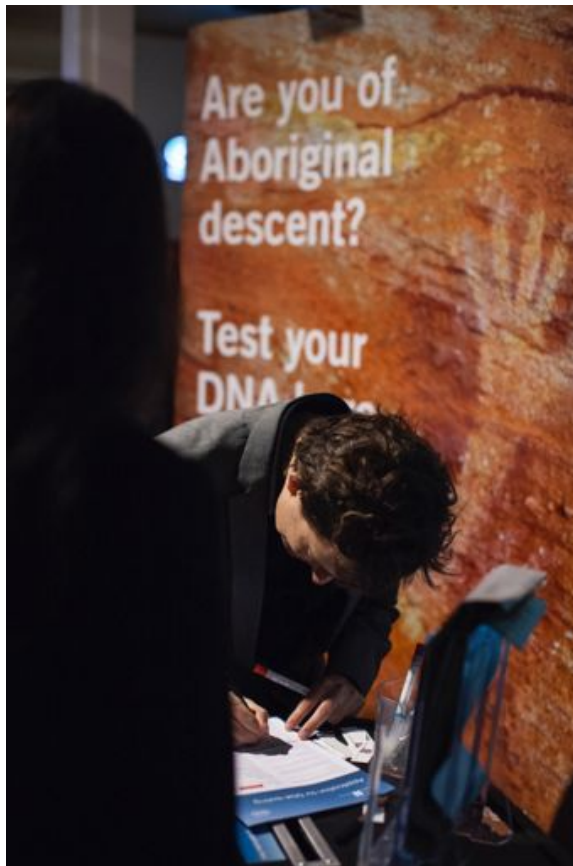
The fireplace in the middle of the Starbucks extended seating area is filled with a pile of burnt books. The books include Mona's collection catalogue Monanisms; a number of copies of Büchel's The Land of David; a handful of copies of the Holy Bible, and a couple of Torah, just to mention a few. Next to the fireplace is a lounge area complete with indoor plants housed in concrete planter boxes detailed with manufacture stickers from Nesher Israel Cement Enterprises.



On the wall of the Starbucks lounge area a number of children's drawings, some from local kids playing in the kids area (maybe) and some from children housed in Australian detention centres' such as those on Manus Island. In the children's play area, detailed with a white rocking sheep for kids to play on, and a set of colourful foam floor letters (which reads DW Fuks Liberals (sic) when you look close enough). A wall monitor is mounted and is showing a looped video of Walt Disney presenting his plan for the Epcot Centre along with historical footage of children being taught about anti-semitism. On the wall next to the kids play table is a framed photograph of the interior of the first shopping mall built in America, the Southdale Centre, design by architect Victor Gruen as a utopian site for community engagement (and a bit of shopping).



Between the glass elevator entrance and the Starbucks extended seating a presentation stand asks visitors to participate in a DNA testing program to test for Aboriginal DNA. The testing station – facing the Red Cross blood donation corner – purports to be operated by The Australian Federal Government and genetic testing lab DeCODE Genetics and Swiss based pharmaceuticals and diagnostics company Roche. The DNA testing stand was functioning in Büchel's *Land of David* project until a couple of days into the exhibition when Mona, faced with growing animosity toward Büchel the museum, and the object itself, chose to remove it from the project.



Before entering the elevator or descending the stairs into the museum there is a promotional stand for the Southdale development where the visitor can take a complimentary Southdale orange, a bumper sticker, balloon, or a promotional t-shirt.



In The Void space located on the the bottom level (B3 level) of the museum Southdale Shopping centre continues with a set of large banners hanging through the space announcing the forthcoming mall development and continues the presence of the brands appearing at the museum entrance.



Mona's ferry, which transfers visitors between the Hobart waterfront area and the museum, is also detailed with signage, video and branding related to the forthcoming *Southdale Shopping Centre* development and other *Land of David* themes. The video monitors on the ferry are playing a looped video message from the Australian Defence Forces to would-be illegal boat arrivals deterring them from taking up passage to Australia.



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#### Part Four

Title: *Land of David (Australian Fair for Freedom of Belief and Religion)* Location  
– Mona Museum Touring 2 Gallery B3  
Event held the weekend of July 26th and 27th 2014  
website: <http://www.affbr.org>

#### Content

The *Australian Fair for Freedom of Belief and Religion (AFFBR)* was an expo style event open to religious, spiritual and organised belief groups held in one of Mona's touring exhibition spaces. Each group was invited to take up an expo booth for the weekend (free of charge) where they could present, discuss, sell, proselytise, or harangue the visiting museum crowds. 28 groups took up position for the weekend. In addition to the expo room proper the AFFBR hosted a series of workshops and lectures presented by each group. (A full list of participants and their biographies is below). The event received good local and national media coverage as the first event of its type held in Australia. As with all

other elements of Büchel's *Land of David* the AFFBR was presented as an author-less project initiated by Mona, although most participants had come across enough information before the event to conclude independently that the AFFBR was a Büchel initiated event.









Participating groups and speakers:

#### 1. ADIDAM

Adidam is “the practise of consistently (and, ultimately, permanently) moving out of the disposition, and presumption, and the very activity of separate and separative self, into the Love-Bliss-Full Condition of Oneness with That Which is One, Whole, Absolute, All-Inclusive, and Beyond”. – Adi Da Samiraj

#### 2. ANGLICAN CHURCH

The Anglican Church is one of the historic churches in our culture. This church was born at the time of the Reformation when freedom of religion was an important issue. The Reformers stressed that a persons religious beliefs were to be a matter of their own conviction and conscience. They said this because the salvation that Jesus gives is only received by a personal faith in what God has done for us. This belief changed the world and today freedom of religion is as much an important issue as it was then.

#### 3. ATHEIST FOUNDATION OF AUSTRALIA

The AFA is the leading atheist organisation in Australia. We have members in all states, a strong web and social media presence, we publish “Australian Atheist” magazine every three months and vigorously engage in public debate on issues relevant to atheists and non-religious people.

#### 4. AUSTRALIAN RELIGIOUS RESPONSE TO CLIMATE CHANGE

ARRCC is a multi faith network taking action on the most pressing issue of our time. In the face of ecological damage and social injustice, we affirm our love for this planet and its inhabitants and our deep reverence for life. The organisation creates resources such as kits, fact- sheets, videos, and conducts workshops to support active participation at an individual and organisational level to limit the effects of climate change.

#### 5. BAHAI CENTRE OF LEARNING FOR TASMANIA

The Baha'i Centre of Learning operates under the Principles of the Baha'i Faith, an independent world religion founded in 1844. Among the basic tenets of the Baha'i Teachings is belief in the unity and interconnectedness of all things. Baha'is also believe in: the recognition of the unity and relativity of religious truth, true religion is in harmony with reason and the pursuit of scientific knowledge, equality of men and women and striving for universal peace.

#### 6. THE BASEMENT SPACE

The Basement Space is a collective of artists who have been part of the Christian Church and are now exploring life, faith, story and meaning as part of, and beyond, traditional Christianity. The group is sponsored by the Uniting Church in Australia, Synod of Victoria and Tasmania, and has curated a number of interactive art installations as part of festivals in Australia and overseas.

#### 7. BRAHMA KUMARIS AUSTRALIA

BKA is an organisation that teaches a simple form of meditation, stress management, and self-empowerment. In Australia BKs work with many areas in the community including multi faith dialogue, environment and youth programs, healthcare, women's and men's groups, education, indigenous and seniors' groups. Internationally, the organisation has consultative status with ECOSOC and UNICEF.

#### 8. MANDY CRUIKSHANK – JOINING THE DOTS TO CREATIVITY, SPIRITUALITY AND THE MIND

I provide a creative ministry. Within those services I provide harp meditations, plus supporting those in palliative care, or experiencing cancer with the harp. I teach mental and emotional wealth through the medium of colour. I provide counselling support on a holistic level, I support the opening of creativity through a chosen art form.

#### 9. ECKANKAR

Harold Klemp, the spiritual leader of Eckankar, describes the basic beliefs of Eckankar as follows: The teachings of ECK define the nature of the Soul. Each person is Soul, a particle of God sent into the lower worlds (including earth) to gain spiritual experience. Purified by the spiritual exercises, he comes into contact with the Holy Spirit. His goal is spiritual freedom in this lifetime, after which he becomes a Co-worker with God, both here and in the next world. Karma and reincarnation are primary beliefs.

#### 10. ECOEVOLUTIONARIES

At Ecoevolutionaries we companion people to awaken their Soul purpose in life. We ask the question, change yourself or change the world? We believe its both, if we are to create a socially just, environmentally sustainable and spiritually fulfilling world. Our experiential programs are designed to nourish the imagination

and compassion needed to cultivate deep spiritual change in Self and Society. The Sacred Feminine, (Earth as Mother), central to diverse spiritual traditions for thousands of years, is a core aspect of our practice, reconnecting human and earth communities. Our work is relevant to anyone who questions the way we are living.

#### 11. ASSOCIATE PROFESSOR DOUGLAS EZZY – UTAS, SOCIAL SCIENCES

Douglas Ezzy is an Associate Professor of Sociology at the University of Tasmania. He is one of Australia's leading authorities on the sociology of religion. His research is driven by a fascination with how people make meaningful and dignified lives. His books include *Sex, Death and Witchcraft* (2014), *Qualitative Analysis* (2002), and *Teenage Witches* (2007, with Helen Berger). Douglas will be lecturing on 'Sex, Death, and Religion.'

#### 12. FIRST CHURCH OF CHRIST, SCIENTIST, HOBART

Christian Science is a Bible-based healing religion, founded in the 19th century by Mary Baker Eddy to explain the Science, or provable spiritual laws, which Christ Jesus demonstrated in his amazing healing work, and taught his followers to do. Christian Science makes these laws of divine Love, God, accessible to everyone, so all may learn how to practice them in their own lives, solving any kind of problem through prayer alone. Christian Science provides logical answers to the deepest questions about life and being. The church is democratically run, where there is no hierarchy, and all members are equal.

#### 13. TASMANIA REGIONAL MEETING OF RELIGIOUS SOCIETY OF FRIENDS (QUAKERS)

Do you work gladly with other religious groups in the pursuit of common goals? While remaining faithful to Quaker insights, try to enter imaginatively into the life and witness of other communities of faith, creating together the bonds of friendship. Our meeting are a spiritual community where individuals who are seeking to deepen their experiences of the spirit can find a source of strength, enlightenment and love. Meeting are committed to faith in action.

#### 14. GODDESS ASSOCIATION IN AUSTRALIA (GAIA Inc.)

The Goddess Association in Australia (GAIA Inc.) is a not-for-profit organization bringing together Australia's people of goddess. We believe that the return of Goddess is crucial for the healing of ourselves, our societies and our planet. We welcome all people who share this vision. Our focus is the annual Australian

Goddess Conference, a place of community gathering and replenishment. We recognize the custodianship of the land by Indigenous people over thousands of years and honor their ancestors and spiritual connection to the Earth.

#### 15. GRACE CHURCH HOBART

Grace Church is a contemporary church. We offer upbeat contemporary services in a relaxed and friendly environment. We speak your language because we're made up of trades people, professionals, students, teachers, the young and the old – people just like you who want to know God in the context of their day-to-day lives.

#### 16. GURU NANAK SOCIETY OF TASMANIA

The Guru Nanak Society of Tasmania aims to encourage the understanding of the Sikh religion & culture and to promote harmony between Sikhs and people of other beliefs in Australia. The society acts as a representative body of Sikhs in Australia in liaison and co-operation with similar bodies in Australia. The society regulates, operates & manages Gurudwara Sahib, their place of worship, in Hobart. Anyone is welcome to worship in a Gurudwara regardless of caste, colour or creed. Infact, all Sikhs and non-sikhs are welcome to the Gurudwara.

#### 17. HOLY TANTRA ESOTERIC BUDDHISM INC.

Holy Tantra Esoteric Buddhism was established in 1966. After Patriarch Master and Spiritual leader Master Wang Xin De arrived in Australia in 1989, the organization started to share the Holy Tantra Buddhist beliefs extensively around the world, and has now established headquarters in other countries such as Canada, USA, New Zealand, Hong Kong and China. The organization strives to spread the spirit of Great Holy Sakyamuni Buddha's virtuous kindness, compassion and wisdom, and to establish global ethic, strive for world peace, attain harmony of whole mankind, thereby achieve peaceful mutual progress, and have sincere hope for multi-coexistence.

#### 18. KABBALAH CENTRE

As a non-profit organisation established in 1922, The Kabbalah Centre teaches Kabbalah as a universal wisdom that predates the Bible or religion and can be studied by anyone regardless of their faith or path. Presenting the wisdom from a lineage of kabbalists The Kabbalah Centre provides a course of study that describes the origin of Creation including the physical and spiritual laws of the universe, human existence and the journey of the soul. Kabbalah was always intended to be used, not just learned. Its purpose is to bring clarity, understanding, freedom to our lives and ultimately to even erase death itself.

#### 19. LOADS OF LAUGHTER – HOBART

Loads of Laughter – Hobart runs laughter workshops and motivational talks throughout Tasmania. These workshops incorporate laughter yoga for a complete wellbeing workout. Such workshops are used for team bonding, stress relief, diversion or simply to increase joy.

#### 20. THE LOTUS CENTRE

To help you relax and revitalise, a wide range of healing modalities are offered at the Lotus Centre, in the heart of the Hobart CBD. Our fully trained practitioners and teachers offer treatments and classes daily. Enjoy a remedial massage, a yoga session or a meditational class to relax and rebalance.

#### 21. LOVE HOBART

Love Hobart is a not for profit organisation with an evangelistic focus of sharing the gospel of Jesus Christ. This has been achieved by street evangelism and until recently, an outreach café in the Hobart CBD. Love Hobart also uses the visual art medium to communicate its message.

#### 22. DR. GRAEME MILES – UTAS, CLASSICS

Graeme completed his undergraduate study and PhD at the University of Western Australia. Following his doctorate he was an Asialink writer in residence based at the University of Madras, then a postdoctoral research fellow at the University of Ghent, Belgium (2007), before returning to teach at UWA in early 2008. He moved to the University of Tasmania in second semester 2008. Dr. Miles' research interests include Greek and Latin literature and language; the ancient novel and its 'fringe'; the works of Flavius Philostratus; history of interpretation and its representation in texts. Dr. Miles will be lecturing on 'Greek Myth and Ritual: Archaic Initiations to Countercultural Piety'.

#### 23. PATHWAYS OF LIGHT

Based on the principles of A Course in Miracles, Pathways of Light helps people to open up to the awareness and truth of Who they are and their Oneness with God and the Universe. Providing Accredited Study courses that lead to Certification as an Ordained Ministerial Counsellor through the Pathways of Light Spiritual College, we also offer facilitated training, free A Course in Miracles Study Groups, Free Daily Lesson Emails, and access to Accredited Accessing Inner Wisdom Counsellors.

#### 24. RELIGIONS FOR PEACE AUSTRALIA

Religions for Peace Australia is Australia's largest community- based organisation working for inter-religious harmony and social cohesion. Religions for Peace International is the worlds largest coalition of representatives from the world's great religions, dedicated to promoting peace and confronting the worlds most dire issues; stopping war, ending poverty and protecting the earth.

#### 25. CHURCH OF SCIENTOLOGY

Scientology is a religion that offers a path to full self- realization and spiritual awareness and ability. The word Scientology means "the study of knowledge" or literally "knowing how to know". Scientology follows the older Eastern traditions of religious philosophy dating back 10,000 years to the Vedic Hymns: that one is in a state brotherhood with the universe and that spiritual enlightenment comes through increasing knowledge of one's self. Through this process one comes to fully understand themselves, others and the universe and ultimately your relationship to the Creator.

#### 26. SHARE INTERNATIONAL AUSTRALIA

Share International Australia is a group of volunteers who work with similar groups worldwide. We are not affiliated with any religious group – we respect the truth at the heart of, and common to all spiritual traditions. Our purpose is to make known information about the emergence of the Spiritual Hierarchy and their concerns. These include the realization by humanity of our divine nature; a world at peace; restoration of the environment; sharing of the world's resources, and adequate food, housing, healthcare and education for all people.

#### 27. THE HOBART SPIRITUALIST CHURCH/ THE PSYCHIC RESEARCH CENTRE

The Hobart Spiritualist Church was established in 1954. Mrs Irene Harrison who was one of the founding members of the organisation developed much of the church's philosophy. The church is currently run by a team of 5 leaders. Meetings are held every Sunday night and include speakers on various topics relevant to the philosophy. The service is different to other Christian services as there is a strong emphasis on seeking guidance and healing from the "Spirit" which is channelled through mediums, psychics or mystics. We hold the belief that everyone is capable of developing this potential.

#### 28. SUKYO MAHIKARI

Sukyo Mahikari is an international spiritual organization that, through the art of purification, is dedicated to developing a civilization of eternal peace and prosperity for all living things. People from all walks of life and religions practice this art, which is open to all. Our core practices are the art of spiritual purification (cleansing of the spirit, mind and body), improving our attitudes, and applying natural laws (universal principles) in our daily lives. We strive to become increasingly God-centered by treating the natural world preciously, learning from it, and developing a lifestyle that achieves harmony between God, humans and nature.

#### 29. TASHI CHOLING DHARMA FOUNDATION/ HOBART BUDDHIST MEDITATION CENTRE

Hobart Buddhist Meditation Centre and Dorje Ling Retreat Centre (Lorinna, Tasmania), bring Buddhist Teachings to Tasmania with retreats, meditation and discussion in the Tibetan Gelugpa tradition. Our spiritual director is Zasep Tulku Rinpoche, who was born in Tibet and currently resides in Canada. We also facilitate visits by several teachers in other traditions. The group is run by an incorporated body, whose members have access to a wide range of events and may borrow books from our extensive Buddhist library. Our regular Tuesday night sessions are held from 7.30pm in Hobart city. Non-members are most welcome.

#### 30. TASMANIAN PAGAN ALLIANCE

The Tasmanian Pagan Alliance Inc. is a not for profit association dedicated to Pagan networking. We host events and support other Pagans and Pagan related events in Tasmania. We have regular social meetings, workshops, wheel of the year celebrations and more. The community is wonderfully diverse, including Witches, Wiccans, Heathens, Druids, Goddess spirituality, Shamans, and others. Our purpose is to provide a platform for Pagans in Tasmania to meet like-minded people, share information and knowledge, and be aware of what's happening around the State, and in the national and international Pagan community.