

Pumpkineville (15mins, 4K)  
a new commissioned film  
and installation

at

Steirischer Herbst: Horror Patriae  
Curators: Ekaterina Degot,  
Pieterl Vermoorte, David Riff  
Neue Galerie Graz, Austria  
September 19 – February 16, 2025

The short film Pumpkineville was created under professional filmmaking conditions with the contribution of a film crew. The film was shot on various locations, including a film studio utilizing a large-format LED wall, allowing for a real-time combination of realistic and digitally generated environments.

Pumpkinville, a short film (15mins, 4k) and installation commissioned by Steirischer Herbst 2024 follows Celerist, a noir detective trapped in a surreal world akin to The Truman Show, where a Styrian pumpkin—symbolizing Austria’s “green gold”—remains unaware of its artificial surroundings. Jakub Jansa crafts a satirical allegory of neoliberalism and nationalism, using human-vegetable beings to expose class hierarchies and ideological mechanisms of the Global North. Pumpkineville deconstructs the myths of tradition and identity as tools of political manipulation, revealing how false nostalgia and illusions of stability fuel contemporary nationalist ideologies.

Steirischer Herbst (SH) is an annual interdisciplinary contemporary art event that has served as a platform for innovative artistic projects since its founding in 1968 in Graz, Austria. SH is renowned for commissioning and premiering new works, often in collaboration with prominent artists. In the past, it has supported new productions by artists such as Hito Steyerl, John Baldessari. SH also premiered one of John Cage’s final works in 1992. In 2017, the festival presented a film adaptation of Elfriede Jelinek’s novel *Die Kinder der Toten*, directed by the Nature Theater of Oklahoma, which won the FIPRESCI Prize at Berlinale. This tradition continues in 2024, as SH has supported the creation of Pumpkineville, a new short film by Jakub Jansa, presented at the Horror Patriae exhibition in Neue Galerie Graz.



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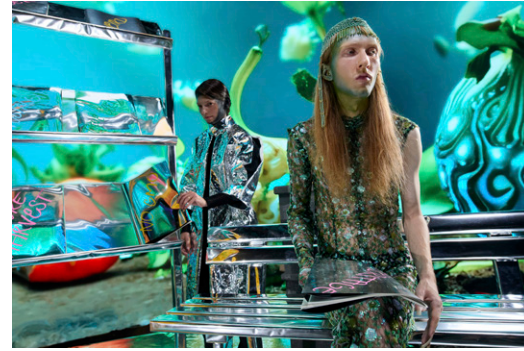
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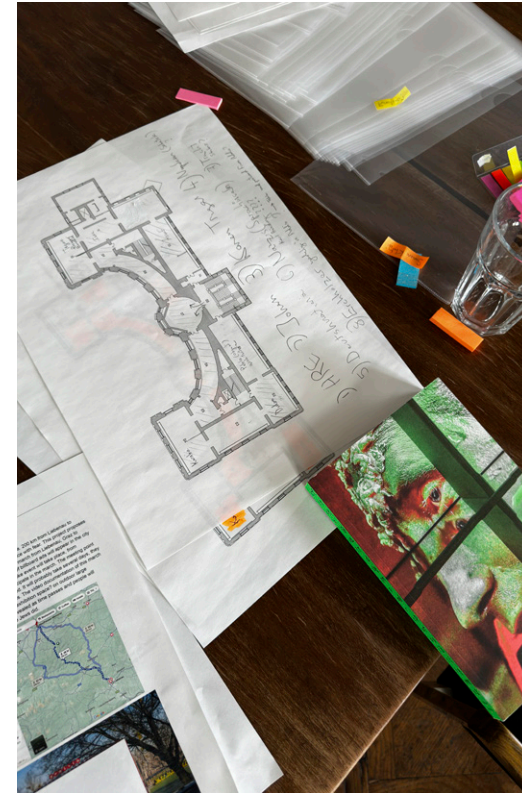


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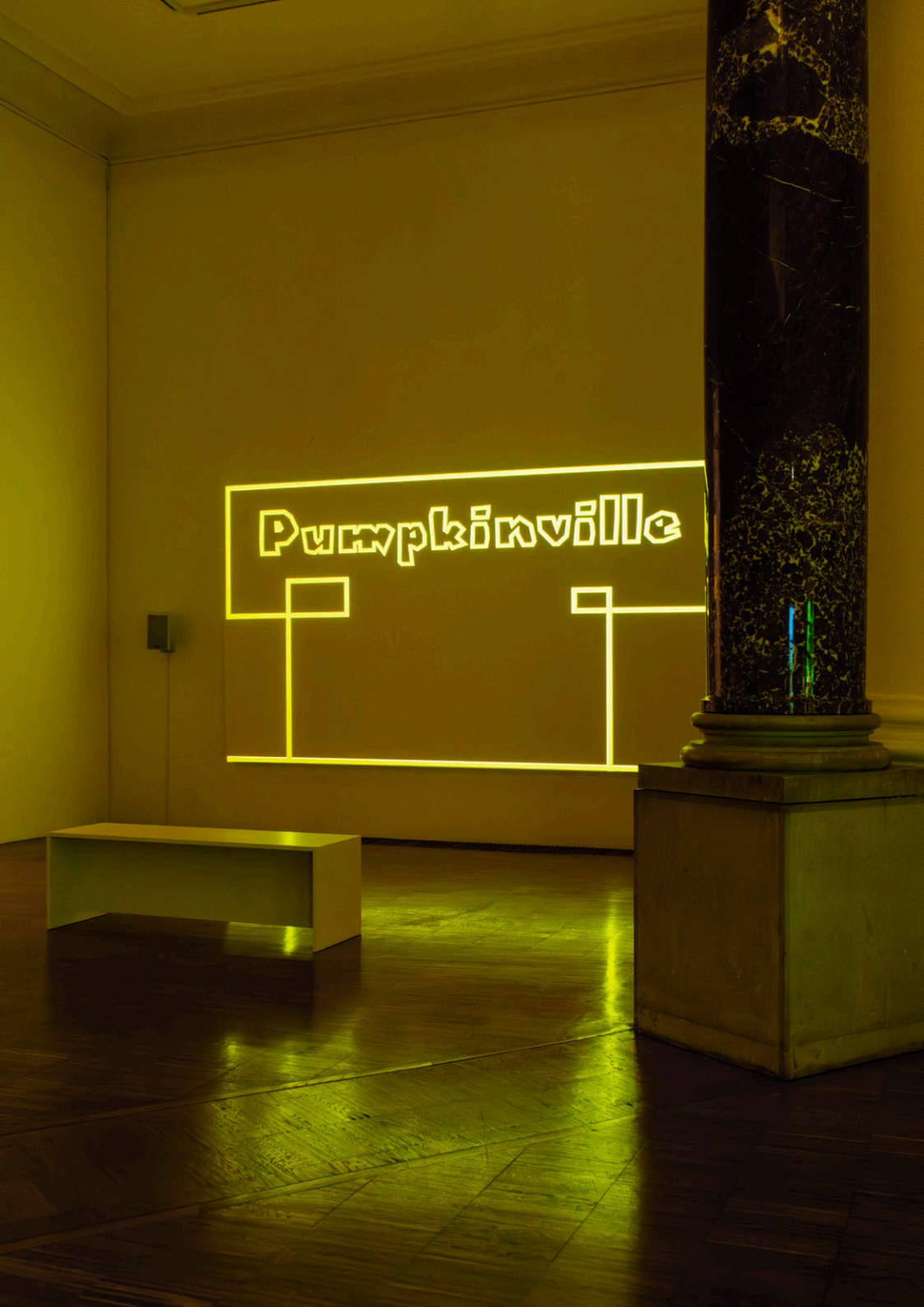
“In Jakub Jansa’s *Pumpkinville* (2024), part of the episodic *Club of Opportunities*, the slippage of identity through traditions is delusional and yet somehow deeply necessary, as human-vegetable hybrids philosophize and hierarchize one another in convoluted and conspiratorial takes. The central character, a Celeriac, is consumed by his rise and fall in status vis-à-vis the bourgeois Avocado—never mind that it’s technically a fruit. The hyperreal and otherworldly scenography, writing, and acting navigate the viewer through the existential dread that foregrounds *Horror Patriae*, albeit with lucid amusement.”

—

“Horror Patriae”: Steirischer Herbst '24, Graz  
by Brit Barton for Mousse Magazine











[Click to watch:](#) Club of Opportunities – episode 9:  
Pumpkineville (14 Mins, 4k)









*Pumpkineville* (14 mins, 4K), *Steirischer Herbst: Horror Patriae*, Neue Galerie Graz, Austria









*Pumpkineville* (14 mins, 4K), *Steirischer Herbst: Horror Patriae*, Neue Galerie Graz, Austria















