









## Jakub Jansa

Jakub Jansa is an artist with a distinctive approach to combining film, installation, and performance. Through a nuanced and reflective sensibility, his work raises questions about the mechanisms of social structures and the ideologies shaping them.

His exhibition series with the umbrella title *Club of Opportunities* reflects dynamics of class issues and power hierarchies in a way that is poetic yet intellectually provocative. Work blends fiction, humor, and elements of the grotesque with contemporary leftist theories. He creates imaginative environments that expose the fragile and illusory nature of social systems we live in.





## EDUCATION:

2011- 2016  
MgA. (Master of Fine Arts)  
Academy of Arts, Architecture and Design  
in Prague (UMPRUM)  
Program: Fine Arts, Studio of Supermedia

## PEDAGOGICAL WORK

2021–present  
Assistant Lecturer, Faculty of Fine Arts  
(FaVU), Brno University of Technology  
(VUT), Czech Republic  
Co-leading the Performance Studio  
together with artist Julie Béna

## RESIDENCIES

2023: Residency Unlimited, New York, USA  
2022: KULT XL Ateliers, Brussels, Belgium  
2017: CEAAC, Strasbourg, France  
2015: Five Eleven, New York, USA  
2013: Watch Out, Engstligenalp, Basel,  
Switzerland

## LECTURES

2024: TRAF0, Szczecin, Poland  
2024: CAMP, Prague, Czech Republic  
2023: Academy of Fine Arts,  
Prague, Czech Republic  
2019: CCA, Tel Aviv, Israel  
2018: Cooper Union, New York, USA  
2017: Cooper Union, New York, USA  
2017: FAMU, Prague, Czech Republic  
2017: CAAC, Strasbourg, France  
2013: Engstligenalp, Basel, Switzerland



In 2023 had an extensive solo exhibition at the Stone Bell House of the Prague City Gallery. He has also presented his work at Pioneer Works (2018) and Anthology Film Archives (2023) in New York, also created new site-specific works for the 34th Ljubljana Biennale of Graphic Arts (2021), HEK in Basel (2020), and the 6th Athens Biennale (2018).

#### CINEMATIC SCREENINGS

2023: Club of Opportunities series,  
Anthology Film Archives, New York, US

2024: Club of Opportunities series  
35th Liffe, Ljubljana international Film  
festival, SLO

#### SOLO EXHIBITIONS

*Garden of Problems*  
(1/3 *Thinking Through Film*)  
Curator: Sandra Baborovská  
GHMP House at the Stone Bell,  
Prague, Czech Republic  
November 8, 2023 – February 18, 2024

*Shame to Pride*  
Curators: Lea Vene, Lovro Japundžić  
Mocvara Gallery, Zagreb, Croatia  
October 20 – 28, 2021

*Club of Opportunities*  
Curatorial team: PAF  
Pioneer Works, New York, United States  
November 20, 2018

*Britannica Bootcamp*  
Curator: Élodie Gallina  
CAAC, Strasbourg, France  
September 20 – October 28, 2018

*Keeping in Line*  
Curator: Pavel Kubesa  
NoD, Prague, Czech Republic  
October 23 – November 26, 2018

*My Name is Red Herring*  
Curator: Jiří Ptáček  
Fotograf Gallery, Prague, Czech Republic  
March 20 - April 14, 2018

*Club of Opportunities: Bowling Bar*  
Curator: Jan Vitek  
Hunt Kastner, Prague, Czech Republic  
July 29, 2017

*Ten Years Night*  
Curator: Dorian Batycka  
Mihelic's Gas Station, Ljubljana, Slovenia  
September 26 – October 29, 2019

*Britannica Bootcamp*  
Curator: Élodie Gallina  
CAAC, Strasbourg, France  
September 20 – October 28, 2018

*Matter of Sensitivity*  
Curator: Kamil Nábělek  
Portheimka Museum,  
Prague, Czech Republic  
May 9 – November 29, 2020

*Keeping in Line*  
Curator: Pavel Kubesa  
NoD, Prague, Czech Republic  
October 23 – November 26, 2018

*My Name is Red Herring*  
Curator: Jiří Ptáček  
Fotograf Gallery, Prague, Czech Republic  
March 20 - April 14, 2018

*April Showers Bring May Flowers*  
(feat. K. Juříková)  
Curator: Lumír Nykl  
GAMU, Prague, Czech Republic  
March 14 - April 4, 2018

*Engstligenalp, StartUp*  
Curator: Monika Čejková  
GHMP, Prague, Czech Republic  
March 7 – April 9, 2014





THE SEER in *Opening Ceremony* (10mins, 4K), Garden of Problems , GHMP House at the Stone Bell



## AWARDS

2021: Jindřich Chalupecký Award

## COMMISSIONED WORKS

2024: Steirischerherbst,  
*Pumpkineville* (15mins, 4K)  
a new short film and installation

2022: National Gallery in Prague,  
*Opening Ceremony* (10mins, 4K)  
a new short film and installation

2021: 34th Ljubljana Biennial,  
*It's so physical II*  
a multi-channel video installation

2021: Meet Factory Gallery,  
*It's so physical I*  
a multi-channel video installation

2021: CJCH Award,  
*Shame to Pride* (20mins, 4K)  
a new short film and installation

## COLLECTIONS

National Gallery Prague – Collection of  
Modern and Contemporary Art:

Acquisition 2023:  
Opening Ceremony,  
film, 10 min, 4K, (1/5)

Acquisition 2022:  
Shame to Pride,  
film, 20 min, 4K, (1/5)

Prague City Gallery Collection (GHMP):

Acquisition 2024:  
April Showers Bring May Flowers,  
film, 10 mins, 4K, (1/5)

Acquisition 2024: My  
Name is Red Herring,  
film, 6 mins, 4K, (1/5)

Acquisition 2024:  
Britannica Bootcamp,  
film 5 mins, 4K (1/5)

Havrlant Art Collection:

Acquisition 2018:  
Spiritual Fitness ep.1-3  
series of 3 films

Acquisition 2022:  
Shame to Pride, film,  
20 mins, 4K, (2/5)

Acquisition 2023:  
Opening Ceremony,  
film, 10'15", 4K, (2/5)

Acquisition 2023:  
Opening Ceremony,  
C-Print, 160×120cm (1/5)

Acquisition 2023:  
Protest banners,  
various dimensions, (1/1)

Museum of Literature, Prague:

Acquisition 2023:  
The Mácha,  
film, 15 mins, 4K, (1/5)

Museum of Decorative Arts in Prague:

Acquisition 2023:  
Art Life Con,  
film, 15 mins, 4K, (1/5)

In 2021, he was awarded the Jindřich Chalupecký Award. In recent years, he has primarily focused on extensive commissioned works created at the invitation of various institutions, while also being represented in numerous gallery and museum collections. His work *Shame to Pride* is part of the new permanent exhibition at the National Gallery Prague. In 2022, he created a new comprehensive work for the exhibition *Flower Union*, which was organized by the National Gallery Prague on the occasion of the Czech Presidency of the Council of the European Union. The latest, ninth episode of *Club of Opportunities* was commissioned for the 57th *steirischer herbst* (2024) at the Neue Galerie Graz.

Shame to Pride in End of the Black-and-White Era 1939–2021:  
Permanent Collection of the National Gallery Prague





## GROUP EXHIBITIONS

### *Steirischer Herbst: Horror Patriae*

Curators: Ekaterina Degot,  
Pieternel Vermoorte, David Riff  
Neue Galerie Graz, Austria  
September 19 – February 16, 2025

### *The 28th Biennial of Design (BIO28)*

Curators: Alexandra Midal, Emma Pflieger  
Museum of Architecture and Design (MAO),  
Ljubljana, Slovenia  
November 21, 2024 – April 6, 2025

### *Publiek Park*

Curators: Jef Declercq, Anna Laganovska,  
Koi Persyn, Adriënne van der Werf  
Harmoniepark, Albertpark & Provincietuin,  
Antwerp, Belgium  
September 15 – October 1, 2023

### *End of the Black-and-White Era 1939–2021: Permanent Collection of the National Gallery Prague*

Curators: Michal Novotný, Eva Skopalová,  
Adéla Janíčková  
National Gallery Prague, Czech Republic  
May 1, 2023, – December 31, 2025

### *Flower Union*

Curator: Michal Novotný  
Council of the European Union,  
Brussels, Belgium  
12th July – 31st December 2022  
National Gallery, Prague  
10th February – 7th May 2023

### *34th Ljubljana Biennial*

Curator: Tjaša Pogačar  
Ljubljana, Slovenia  
September 10 – November 21, 2021

### *Jindřich Chalupecký Award Exhibition*

Curator: Veronika Čechová  
Moravian Gallery, Brno, Czech Republic  
September 24, 2021 – February 27, 2022

### *Spiritualities*

Curator: Tereza Jindrová  
MeetFactory, Prague, Czech Republic  
May 25 – August 16, 2020  
2020: Sanpaku Eyes  
Espai Tactel, Barcelona, Spain

2019: Avatars, Doppelgangers  
HEK, Basel, Switzerland

2019: Stumbling Through the Uncanny  
Valley  
CCA, Tel Aviv, Israel

2019: Healing 2.0  
MeetFactory, Prague, Czech Republic  
May 25 – August 16, 2020

2019: Soft Objects – Real Feelings  
House of Arts, Ústí nad Labem, Czech  
Republic

2018: 6th Athens Biennale  
Curatorial team: Stefanie Hessler, Kostis  
Stafylakis, Poka-Yio  
Athens, Greece

2018: Supernova  
NTK Gallery, Prague, Czech Republic

2018: Healing  
Czech Center, Berlin, Germany

2017: In a Landscape  
House of Arts, Brno, Czech Republic

2016: Better Ideas for Life 1 & 2  
Karlín Studios, Prague, Czech Republic /  
Ausstellungsraum Klingental, Basel,  
Switzerland

2016: Better Ideas for Life 2  
Karlín Studios, Prague, Czech Republic  
2016: In a Landscape  
EA Gallery, Prague, Czech Republic

2016: Teseract  
AMU Gallery, Prague, Czech Republic

2016: Name of the Project is Project Itself  
CC, New York, United States

2016: It Looked Different in a Dream  
Klementinum, Prague, Czech Republic

2015: How Not to Want Anything  
4+4 Days, Prague, Czech Republic

2014: Coriander Tunnel  
GHMP, Prague, Czech Republic

2013: The Shot Shrapnel Will Calm the  
Observer  
CCC, Beijing, China

2013: Industrial Revolution  
VPI, Ostrava, Czech Republic

2013: Watch Out  
Engstligenalp, Bern, Switzerland

2013: Conductor  
Prague, Czech Republic

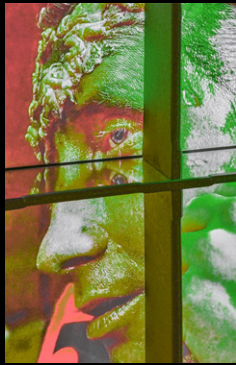
2013: Enter 6  
NTK Gallery, Prague, Czech Republic

2012: Umprum 2012  
DOX, Prague, Czech Republic

## PUBLICATIONS

*Jakub Jansa, Club of Opportunities:  
The Garden of Problems*

Texts by: Michal Novotný, Julie Béna, Kamil Nábělek, Noemi Purkrábková, Jozef Mrva Jr., Ernestyna Orłowska, Klára Vlasáková, Jan Bělíček  
Publisher: UMPRUM  
ISBN: 978-80-88308-55-3



*Thinking Through Film*

Editors: Jiří Anger, Sandra Baborovská  
Texts by: Jiří Anger, Sandra Baborovská, Georges Didi-Huberman, Sergei Eisenstein, Noemi Purkrábková, Ondřej Vavrečka  
Publisher: GHMP  
ISBN: 978-80-7010-194-0

*Mapping Moving Images: Media, Actors,  
and Places in the Czech Environment*  
Editors: Martin Mazanec, Sylva Poláková  
Publisher: National Film Archive  
ISBN: 978-80-7004-199-4

*Supernova: Studio of Supermedia,  
UMPRUM*  
Editor: David Kořínek  
Publisher: UMPRUM  
ISBN: 978-80-87989-79-1

*Jakub Jansa, Spiritual Fitness*  
Texts by: Jakub Jansa, Alexander Campaz,  
Petr Hák  
<http://thespiritualfitness.com/>

*Other Knowledge: Texts, Images,  
Documents*  
Editors: Tereza Jindrová, Eva B. Riebová  
ISBN: 978-80-906994-8-9

## CATALOGUES

*End of the Black-and-White Era 1939–2021:  
Permanent Collection of the National  
Gallery Prague*  
Curators: Michal Novotný, Eva Skopalová,  
Adéla Janíčková  
National Gallery Prague  
ISBN: 978-80-7035-848-1



*Publiek Park 2023*  
Texts by: J. Declercq, A. Laganovska, K.  
Persyn & A. van der Werf  
Location: Harmoniepark, Albertpark &  
Provincietuin, Antwerp, Belgium  
In addition to the presentations in the  
parks, artworks can be seen at TICK TACK,  
Moonstreet, Red Herring Salon, Annie  
Gentils Gallery, and LLS Paleis.  
Participating artists: A. Ragno Capone, J.  
Dehnen, N. Dockx, L. Duclaux, J. Jansa, M.  
Emmanuelle Kazi, J. Kim, Metahaven, M.  
Mu, Y. Park, P. Siri Renard, L. Schönweger,  
H. Shikha, P. Wang & G. Woueté, and others.

*The 34th Ljubljana Biennale of Graphic Arts:  
Iskra Delta, 2021*  
Texts by: T. Pogačar, N. Šivavec  
Participating artists: J. Akomfrah,  
Astrosuka, BCAA system\*, J. Citarella, S.  
Denny, Himera, J. Holder, INSIDE JOB (U.  
Lucińska & M. Knychaus), Interdependence  
(H. Herndon & M. Dryhurst), J. Jansa, Z.  
Keresztes, B. Keresztesi, P. Ketamine, Nimaš  
Izbire\*, K. Novitskova, OMSK Social Club,  
Protektorama (aLifveForm, fed and cared  
for by J. Raether), J. Rafman, Ž. Božičnik  
Rebec, A. Selmeci & T. Kocka Jusko, P.  
Supply, Umru, T. Vangelis, and others.

*Uncanny Valley, CCA Tel Aviv*  
July 13 – September 7, 2019  
Texts by: C. Tamir  
Participating artists: C. Arcangel, A.  
Domanović, C. Dror, A. Fluman, J. Jansa &  
K. Juříková, O. Laric, A. Mersy, nabbteeri, K.  
Novitskova, P. Hardware, E. Papamargariti,  
R. Patir, H. Phillipson, S. Price, J. Rafman,  
E. Salomon, M. Segal, T. Si-Qin, A. N.  
Wilson, and others.

*6th Athens Biennale*  
Texts by: S. Hessler, K. Stafylakis, Poka-Yio  
Participating artists: M. Al Qadiri, K.  
Arunanondchai & A. Gvojic, I. Bašić, T.  
Chen, B. Condon, C. Daskopoulou, T.  
Davis, D. Dean, J. P. Downer, E. Fornieles, J.  
Holder, C. Höller, C. L. Hughes, A. Huizenga  
(of Patriarchy), J. Hurwitz-Goodman & D.  
Keller, J. Jansa, B. Magdy, E. & F. Mattes,  
Metahaven, S. Moulton, O. Social Club, A.  
Polska, J. P. Raether, J. Rafman, T. Shani, H.  
Shin, A. Shvarts, M. Simnett, R. Trecartin,  
T. Triantafyllidis, A. Uddenberg, L. Wy, L.  
Yang, Y. B. Dancing Group, and others.



## TEXTS (SELECTED)

Noemi Purkrábková:  
KINESTHETIC FIELDS OF  
CONTEMPORARY  
AUDIOVISUAL ART (ENG)

[→ Read](#)

Michal Novotný:  
THE DESIRE FOR STORIES  
OF REASSURANCE  
AND HOPE (ENG)

[→ Read](#)

Jan Bělíček:  
WHEN CELERY DECIDES  
TO BREAK THROUGH  
THE GLASS CEILING (ENG)

[→ Read](#)

Jan Bělíček:  
THE PROBLEM  
WITH ROOTING (ENG)

[→ Read](#)

## INTERVIEWS (SELECTED)

BE CAREFUL WHERE YOU  
ENTER BRAINIACS!  
Tjaša Pogačarand Jakub Jansa  
for ETC.Magazine, Issue 2 (ENG)

[→ Read](#)

CRISIS OF THE  
UPROOTED VEGGIE  
Martina Poliačková and Jakub Jansa  
for PW MAG (ENG)

[→ Read](#)

AT LEAST  
THE DRIED-OUT SOIL  
WILL GET LOOSENED UP A BIT  
Marika Kupková, Katarína Hládeková  
for Artalk (CZ)

[→ Read](#)

## MEDIA (SELECTED)

e-flux  
by Jörg Heiser  
September 2024

[→ Read](#)

Mousse Magazine  
Text by Brit Barton  
November 2024

[→ Read](#)

Vogue CS  
June 2024  
Text by Veronika Pařízková

[→ Read](#)

Art Forum,  
Text by Noemi Smolik  
February 2019, Vol. 57, No. 6

[→ Read](#)

Mousse Magazine  
Stumbling Through  
the Uncanny Valley  
September 2019

[→ Read](#)

e-flux  
by Kimberly Bradley  
December 2018

[→ Read](#)

e-flux  
Iskra Delta  
September 2021

[→ Read](#)

Quartal, Ghmp  
Qartal 12.  
December 2023  
[→ Read](#)  
Https://Www.ghmp.cz/Qartals/Qartal-12/

Fotograf Mag  
July 2018

Text: Tina Poliačková  
[→ Read](#)  
Https://Fotografmagazine.cz/Issue/Ne-Prace/

Art Antique  
Portfolio  
June 2019  
Text by Tina Poliačková  
[→ Read](#)  
Https://Www.artantiques.cz/Cerven-2019

Art Antique  
Recenze  
April 2018  
Text: Martin Vrba  
[→ Read](#)  
Https://Www.artantiques.cz/Duben-2018

Art Viewer  
Keeping In Line  
[→ Read](#)  
https://artviewer.org/jakub-jansa-at-nod-gallery/

Art Viewer  
Britanica Bootcamp  
[→ Read](#)  
https://artviewer.org/jakub-jansa-at-ceaac/

O-fluxo  
Britanica Bootcamp  
[→ Read](#)  
https://www.ofluxo.net/britanica-bootcamp-by-jakub-jansa-at-ceaac/

O-fluxo  
The Garden of Problems  
January 2024  
[→ Read](#)  
https://www.ofluxo.net/the-garden-of-problems-jakub-jansa-stone-bell-house-prague/

KubaParis  
The Garden of Problems

January 2024  
https://kubaparis.com/submission/383635

KubaParis  
Shame to Pride  
September 2021  
https://kubaparis.com/archive/jakub-jansa-shame-to-pride-club-of-opportunities-ep-7

KubaParis  
Publick Park  
September 2023  
https://kubaparis.com/submission/375925

Swarm Mag  
Opening Ceremony  
August 2022  
https://swarmmag.com/video/flower-union-opening-ceremony/

Swarm Mag  
Club of Opportunities  
May 2021  
August 2022  
https://swarmmag.com/art/club-of-opportunities/

## PODCASTS (CZ)

CRO Plus  
June 2024  
https://plus.rozhlas.cz/sport-je-umely-svet-s-jasne-danymi-pravidly-umeni-je-naprosty-opak-rika-9177961  
[→ Listen](#)

Aktuálně  
December 2023  
[→ Listen](#)

https://magazin.aktualne.cz/kultura/podcast-jakub-jansa-celer-avokado/r~a222c96699bd11ee82b7ac1f6b220ee8/

CRO Vltava  
January 2024



## Club of Opportunities

Welcome to the Club of Opportunities, a temporary new world in the middle of your brain. That's where your comfort zone hides.

Jakub Jansa



# WHEN CELERY DECIDES TO BREAK THROUGH THE GLASS CEILING

“A visual artist, Jakub Jansa has been working on a rather unique art project for several years. Exactly according to the opening motto of his new book mapping the *Club of Opportunities*, he “settled into the comfort zone of his mind” and began to develop the fates of several fictional characters through his

Text by Jan Bělíček:

A visual artist, Jakub Jansa has been working on a rather unique art project for several years. Exactly according to the opening motto of his new book *Club of Opportunities*, he “settled into the comfort zone of his mind” and began to develop the fates of several fictional characters through his installations with the help of theorist Kamil Nábělek. At the very beginning there was allegedly a miniature budget for the new project, for which Jansa bought ten celery roots and called the theorist Kamil Nábělek to see if he knew how to use them creatively. The eccentric thinker Nábělek immediately began to develop a theory of celerist ontology and to talk about the hierarchies of vegesociety. At the very bottom of this hierarchy is the unattractive and neglected celery root. The admired and praised avocado works as its complete opposite. These are the two poles of the social hierarchy between which this whole art project moves. Why celery root and avocado?

Celery root is one of the most overlooked crops in Nábělka’s ontology. People often consume it only as an obligatory component of meals. It is an ingredient that is necessary in most dishes, but aesthetically it is almost

nonexistent for us. It doesn’t taste unique on its own, there is no special story built around it as an important superfood, and its appearance doesn’t promise anything fantastic either. We don’t usually think about the taste and aroma of celery root, even though its contribution to the final enjoyment of a meal is often irreplaceable. Its presentation in supermarket chains is very simple, and proper celery root is sold covered in layers of soil, which signifies its freshness but also clearly defines its place in the spatial hierarchy of the vegesociety.

Jansa’s long-term art project was created in 2017 and includes eight projects so far. The last episode of *Opening Ceremony* was part of the presentation of contemporary Czech art in Brussels during the Czech Presidency of the Council of the European Union. From November 2023, for the first time, it was possible to see all these episodes together in one place as part of *Thinking Through Film* exhibition at Prague’s GHMP, at Stone Bell House, where one entire floor was dedicated to Jansa. The exhibition was planned as a set of several video installations with performative elements, mixing an accomplished visual language with humour, contemporary leftist theory, and exploration of political strategies on social media, while

“At the very beginning, there was a minimal budget for a new project. Jansa used it to buy ten celery bulbs and called theorist Kamil Nábělek to see if he had any creative ideas on how to use them.

The eccentric thinker Nábělek immediately began developing the theory of celery ontology and discussing hierarchies within the VEGETE-SOCIETY.”







also including comedy, absurdity, and playfulness. The installation also featured Kamil Nábělek, who casually explained to the audience which phase of the story they were in and which dynamics of the action they were observing.

Jansa's artistic project basically follows, over a long period of time, two main characters whose fates he gradually develops in each instalment of the project. One of them is the Seer - fortune teller, a kind-hearted and empathetic character who is going through an inner crisis and has paradoxically lost her ability to predict the future. For Jakub Jansa, this figure partly represents the crisis of liberalism and liberal democracy. The Seer used to be someone who had a natural place in society and could guess, relatively effortlessly, what the near future would bring. But now she is struggling and feels that she no longer understands the contemporary world.

The second important character is the Celerist, half human, half celery root, and a bit of an outsider to the vegesociety. The Celerist is a human who starts at the very bottom and we follow his inner development which in many ways follows the important social debates of the last few years. In the third episode, 2018's *My Name is Red Herring*, Celerist is suddenly an arrogant and somewhat comical alt-right influencer. In the video, which features aesthetics reminiscent of speeches by motivational coaches, Celerist advises the audience on how to crack down on leftist opponents. In this work, Jansa partly follows up his diploma thesis *Spiritual Fitness*, in which he worked on the phenomenon of motivational coaches and their rhetorical manipulations.

Celerist's far-right anger stems mainly from his social status. As people become more interested in him, his aspirations change.

Suddenly he craves admiration and fame. For the first time, he hesitantly begins to observe the higher, avocado class of beings in the vegesociety and wants to penetrate these higher levels. Back in 2018, in the fifth episode entitled *Keeping in Line*, Celerist confronts his own conscience. His conscience reminds him, subtly at first and then more insistently, that he is gradually losing his true identity and trying to be something he is definitely not. His interaction with his conscience is brisk, comic, and visually appealing, but at the same time contains a deeper message concerning issues of authenticity and social mobility.

For the wider public, the figure of Celerist became visible in 2021 when Jansa won the *Jindřich Chalupecký Award*. In the Pražák Palace of the Moravian Gallery in Brno. The video installation clearly showed that, for the first time, the artists had the financial and institutional support making it possible to bring their vision to formal perfection. The seventh episode, *Shame to Pride*, marks the provisional peak of the series and is the most accomplished visually and conceptually as well as in terms of acting, set design, design and camera, and lighting work.

At this exhibition, the audience encountered Celerist in his self-inquiring phase. Through hard work, he has finally managed to break into the upper echelons of society, but he feels out of place there. Pretentious avocados constantly let him know that he is not one of them, and he feels a whole range of social barriers that his celerist habitus is simply not up to. This episode perhaps most clearly picked up on some of the themes that are of key importance to contemporary art, namely questions of origin, social belonging, and the search for one's own identity and authenticity in a world that, while craving the effect of authenticity, is also constantly increasing a gap between fact and fiction, self-design, and pure lies.

“At the very bottom of this hierarchy sits the unappealing and often overlooked CELERY ROOT, while its complete opposite is the admired and celebrated AVOCADO.”

In the Celerist story, we find ourselves in a bizarre world where imagination permeates the well-known laws of contemporary society and where purely social issues intersect with the wilderness of vegetation. Jansa, assisted by Nábělek, sees the formation of hierarchies in the realm of fruit and vegetables, which in an absurd way copy the hierarchies we know from our social reality. He took a path radical in both aesthetic and thematic terms by deciding to anthropomorphize the issue. In many ways, this brilliant idea also brings with it very interesting aesthetic possibilities. Celerist, a celery root in human form, may fit in with the elite in the way he dresses and expresses himself, but his face shows the unpleasant roots that remind us of his being born from mud and dirt. Although he aspires to join the Club of the Highest Opportunities, his visual appearance immediately draws attention to the inappropriateness of these aspirations. In a grotesque and dramatically urgent way, he is reminiscent of the Italian writer Elena Ferrante's exclamation that it is unimportant whether one goes up or down the social ladder. Class origin will always manifest itself in extreme situations, just as a person suddenly blushes.

In addition, Jansa's opulent visual style also deals with the dilemmas facing today's society. He stresses the importance of the

search for sources of aggressive male energy, which mutates into increasingly radical political expressions and is driven forward by frustration and lack of appreciation. In the figure of the Wisewoman, he introduces into this game the wandering and groping of contemporary liberalism, which cannot confront these phenomena in any way and loses touch with reality and its own ideas about the future. He also reflects on how self stylization affects the formation of the identity of people today and observes how strongly the influence of social networks is imprinted on this process. Although his work appears to be an elaborate grotesquery about the rise and fall of a fictional character, it is in fact also a peculiar way of responding to disturbing tendencies in contemporary society. In each episode, he attempts to capture phenomena that escape other people's observation and experience of reality while offering his own subtle comments and suggestions on how to relate to these disturbing phenomena. His work, however, effectively envelops these aspects in a visually opulent and witty form which leaves the viewer a great deal of room for imagination and reveals an experience of the elusiveness and openness towards reality that simply cannot be separated from the experience of contemporary life.









“The series of films and installations *Club of Opportunities* functions as a kind of container, with its main characters—the CELERIAC, AVOCADO and the SEER—absorbing, depending on circumstances, the alter ego and deconstruction of their creator’s role, a critical institutional reflection on the precarious conditions of their own production, and a contemporary social satire on the general commercialization of storytelling. The episodic structure simultaneously delineates the problem Jakub Jansa has set for himself—allowing him to operate artistically, engage in creative acrobatics, succumb to self-destructive coercive tunnels, and thus explore and deconstruct himself while also attempting to escape something that, in the end, cannot be escaped through knowledge alone.”

—  
Michal Novotný, “The Desire for Stories of Reassurance and Hope,”  
*The Garden of Problems*, 6-14



# Selected Works

Club of Opportunities S1  
Curatorial team: PAF  
Pioneer Works,  
New York, United States  
November 20, 2018

Jakub Jansa presented five episodes of his *Club of Opportunities* series at Pioneer Works through large-format projections, accompanied by a subtle live performance by philosopher Kamil Nábělek. Moving among the audience, Nábělek served fresh celery juice while narrating key moments of the story, creating an participatory experience. The installation was adapted to the specific spatial conditions of Pioneer Works—a former shipyard with a vast industrial space of approximately 2,800 m<sup>2</sup>.

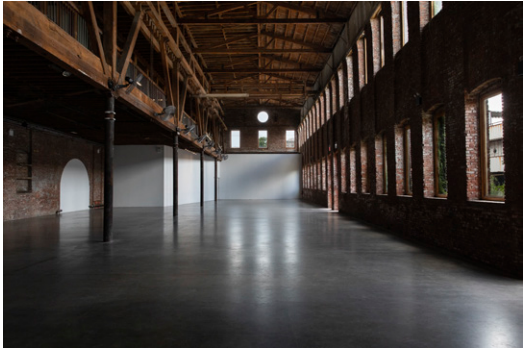
Pioneer Works (PW) is a nonprofit cultural center in Brooklyn's Red Hook, connecting contemporary art, science, music, and technology. It was founded in 2012 by artist Dustin Yellin with the vision of a "museum of process," inspired by the utopian ideas of Buckminster Fuller and experimental models such as Black Mountain College. Notable figures associated with PW include curator Alanna Heiss, musicians Justin Vernon and David Byrne, and designer Paola Antonelli.

PAF is a curatorial platform focused on film animation, visual arts, music, and moving images—ranging from avant-garde cinema to internet culture and the club scene. In addition to festivals in Olomouc, New York, Ostopovice, and Prague, it is engaged in exhibition, publishing, and performative activities. Among the artists who have presented their work within PAF are Jesse Kanda, Dean Blunt, Ryan Trecartin, and many others.





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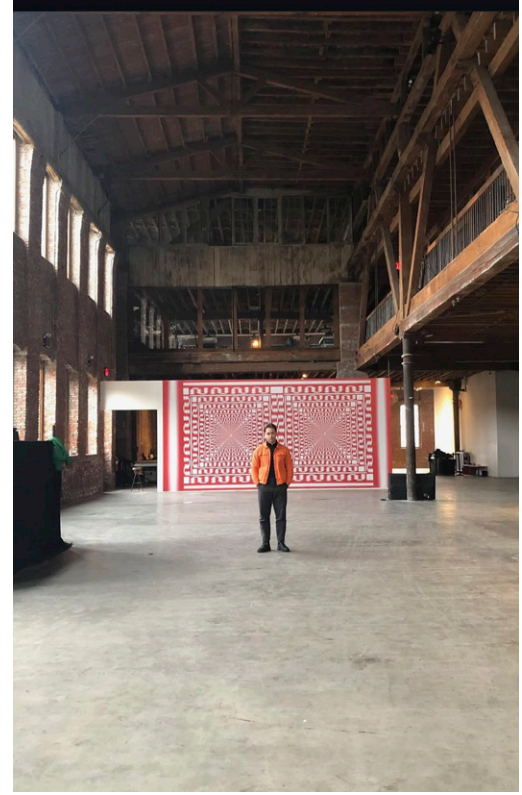


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The character of SEER (Oracle), who has no vision of the future anymore and feels anxious.





*Club of Opportunities, Pioneer Works, New York, United States*

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

at

Steirischer Herbst: Horror Patriae  
Curators: Ekaterina Degot,  
Pieter 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.





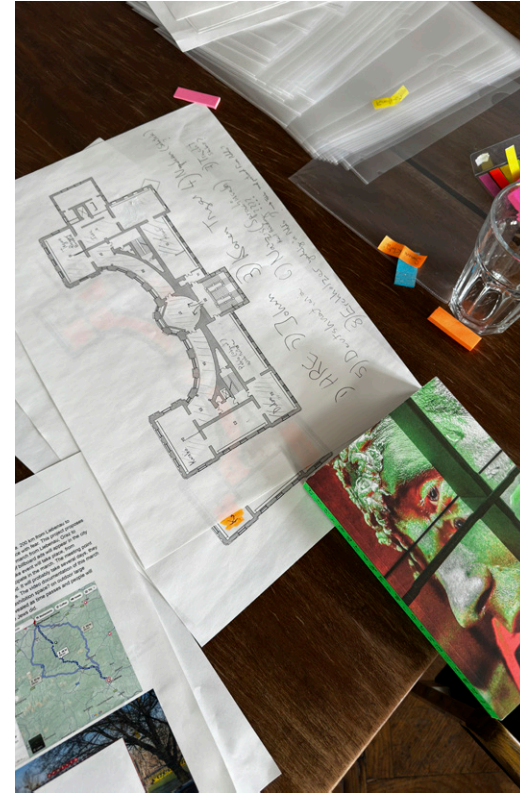
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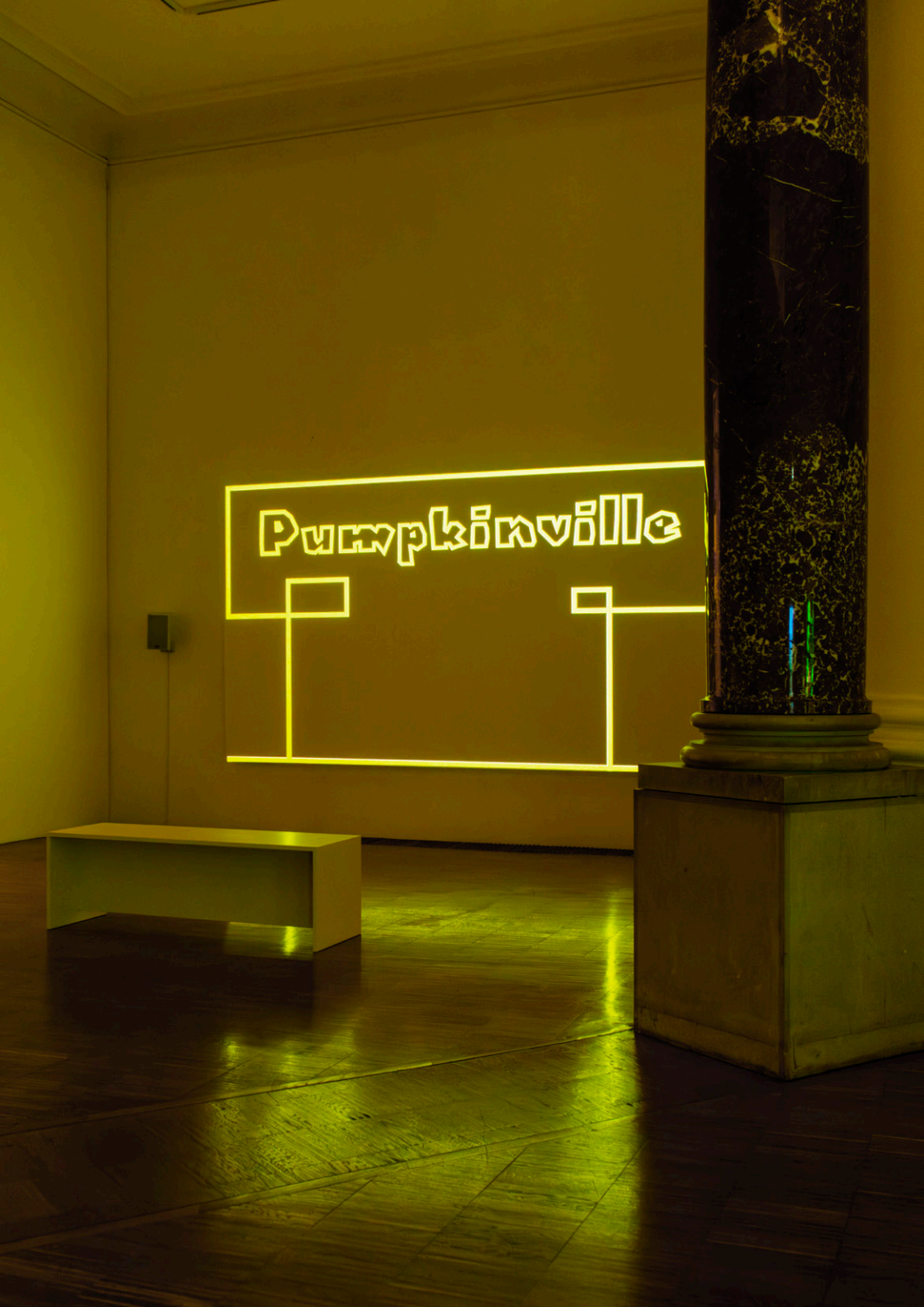


“In Jakub Jansa’s *Pumpkinville* (2024), part of the episodic *Club of Opportunities*, the slippage of identity through traditions is delusional and yet somehow deeply necessary, as human-vegetable hybrids philosophize and hierarchize one another in convoluted and conspiratorial takes. The central character, 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



















The Garden of Problems  
(1/3 Thinking Through Film)  
Curator: Sandra Baborovská  
GHMP House at the Stone Bell,  
Prague, Czech Republic  
November 8, 2023 – February 18, 2024

The exhibition The Garden of Problems presented a compilation of episodes from Club of Opportunities, spanning an entire floor of the historic House at the Stone Bell. It was one of three independent chapters of the curatorial concept Thinking Through Film.

The exhibition is a set of several video installations with performative elements, mixing an accomplished visual language with humour, contemporary leftist theory, and exploration of political strategies on social media, but also including comedy, absurdity, and playfulness.

Instead of “Netflixing,” viewers have to visit a gallery. The Club of Opportunities series thematizes social issues of our time and raises questions about authority and hierarchical relationships. Underprivileged entities turn into elites and vice versa, with new opportunities arising during this transformation. Each episode creates situations between reality and fiction, gradually revealing the story through video, objects, set design and acting performance.





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GHMP House at the Stone Bell, Prague, Czech Republic



Jakub Jansa: The Garden of Problems  
Club of Opportunities, 2017–present

Instead of “Netflixing,” viewers have to visit a gallery. The Club of Opportunities series thematizes social issues of our time and raises questions about authority and hierarchical relationships. Underprivileged entities turn into elites and vice versa, with new opportunities arising during this transformation. Each episode creates situations between reality and fiction, gradually revealing the story through video, objects, set design and acting performance.

1  
Club of Opportunities: The Garden of Problems (intro)

2  
Club of Opportunities – episode 2:  
April Showers Bring May Flowers, 2018  
(the episode presents “The Problem with Losing the Vision of the Future”)  
video 4K, 16:9, 10’

We follow the character of the Seer (Oracle), who no longer has a vision of the future and feels anxious. We witness the Seer touching all celeriacs and giving them tattoos with socially beneficial functions. The form of a confessional interview is complemented by emotional, music-tinged interludes, as the Seer tattoos the celeriacs with the names of various positively perceived occupations or rather functions or destinies. A deconstruction of storytelling in relation to expected role choices and expected scenarios is at the core of the work.

Written and directed by: Jakub Jansa, Karolína Juříková  
Performance: Ester Geislerová  
Director of photography: Kryštof Hlůže  
Sound: Kryštof Melka, Kryštof Hlůže  
Sound design: Jakub Jansa  
Voiceover: Jan Vondráček

3  
Club of Opportunities – episode 3:  
My Name Is Red Herring, 2018  
(the episode presents “The Problem with Black Magic”)  
video, 4K, 8’

The character of the Red Herring, a hybrid creature that is a cross between a human and a celeriac, is introduced. And now he’s challenging his origin – that is, he’s, revolting against the Seer. He discovers that mythology is mere narrative. By taking control of this narrative, he can steer it in a different direction. He leaves his safe place within the myth to enter the battlefield and fight on a political level. He finds his own individuality and becomes a dark-side influencer.

Written and directed by: Jakub Jansa  
Performance: Patrik Petr  
Director of photography: Kryštof Melka, Kryštof Hlůže  
Sound recording: Anna Žihlová  
Voiceover: Jan Vondráček

4  
Club of Opportunities – episode 5:  
Keeping in Line, 2018

Red Herring works in an avocado bar, where he compares himself to elites—the avocados. He wants to become part of the higher vegesociety. In the process, he must undergo an insulting battle with his inner self. He doubts himself and experiences an identity crisis.

Written and directed by: Jakub Jansa  
Director of photography: Kryštof Hlůže  
Performance: Patrik Petr, Jan Kostíha  
Voiceover: Jan Vondráček

5  
The Occult Table, 2023,  
wood, mirror, UV print, laser engraving,  
LED

6  
Club of Opportunities – episode 7:

Shame to Pride, 2021  
(the episode presents “The Rooting Problem”)  
three-channel video, 20’

We observe the celerist in yet another surprising situation— he gains status in the vegesociety and is invited into avocado circles. However, he cannot internally relate to this new social class. At the same time, he has already made a break with the environment from which he emerged. He experiences an intense sense of rootlessness and can only be relieved by a social coming out. He finds a movement for uprooted vegetables.

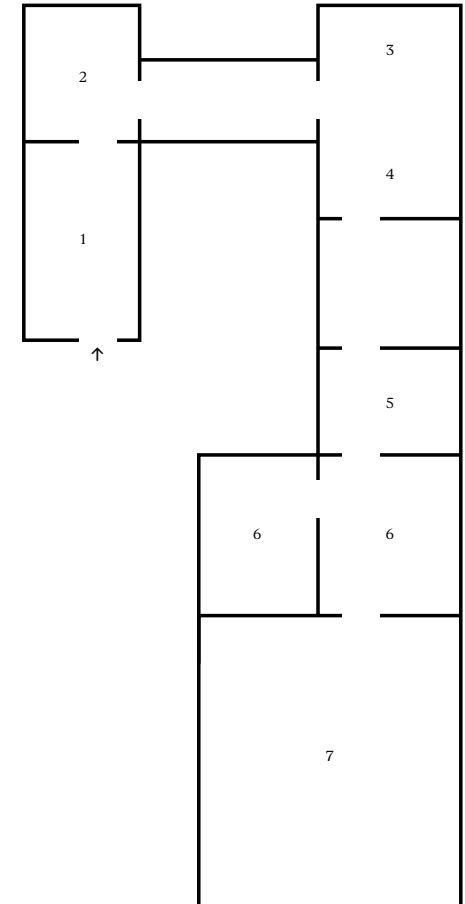
Written and directed by: Jakub Jansa  
Dramaturgy: Jan Strejcovský  
Director of photography: Kryštof Hlůže  
Music: Oliver Torr  
Voiceover: Jan Vondráček  
Performance: Jan Kostíha, Soňa Beaumont, Ester Geislerová, Jakub Jansa  
Costumes: Karolína Juříková, Daily Menu  
Editor: Šimon Hájek, Jakub Jansa  
FX, colorgrading: MagicLab, Vojtěch Štětka  
Sound recording: Juras Karaka, Tomáš Jiříčka  
Lights: Petr Cuker  
Masks: Eliška Pitřáková  
Make-up: Vendula Niklová  
Screenprinting: Matěj Doležel  
Runner: Maria Jančová  
Special thanks: FaVU, UMPRUM, Autoklub ČR, Jindřich Chalupecký Award

7  
Club of Opportunities – episode 8:  
Opening Ceremony  
( the episode presents  
“The Problem with Art in Service”),  
2022, video, 4K, 10’

The celerist is invited to speak at the Flower Union’s gala event as the hot vegetable of the season. The supernatural figure of the Seer, no longer able to predict the future, takes over the direction of the second part of the program, animating decorative flowers through a festive eco-sexual ritual. The Seer shows the plants that by putting pistils and calyces together, they can reach out to the public and change the course of things. Hopefully her ability to see into the

future will return.

Concept and direction: Jakub Jansa  
Script: Jakub Jansa, Dominik Dabrowski, Alice Krajčířová  
DOP: Kryštof Hlůže  
DOP assistant: Tomáš Merta  
Music: Oliver Torr  
Voiceover: Jan Vondráček  
Performance: Jan Kostíha, Ester Geislerová, Kamil Nábělek, Trin Alt Vajd, Markéta VuTru, Dexton Kotorá, Katsuhiko Iwashita, Veronika Cechmáňková, Jakub Samek, Zai Xu, Linda Vondrová, Rokhaya Gueye, Anita Lubadika, Adéla Sobotková, Mary Nguyen, Linh Nguyen, Agáta Hrnčířová  
Editing: Sebastian Kučkovský  
Costumes: Overall Office (Karolína Juříková, Kristýna Nováková)  
Photographer: Iryna Drahun  
CGI: Matěj Martinec  
Producer: Agáta Hrnčířová  
Make-up: Majda Vavřková  
Masks: Eliška Pitřáková  
Sound designer: Nicolas Atcheson  
Grading: Kryštof Melka  
Lights: Tomáš Prajsler  
Focus puller: Mihir Khulkarmi  
Costume assistant: Františka Králíková  
Cake: Rúst Cakes



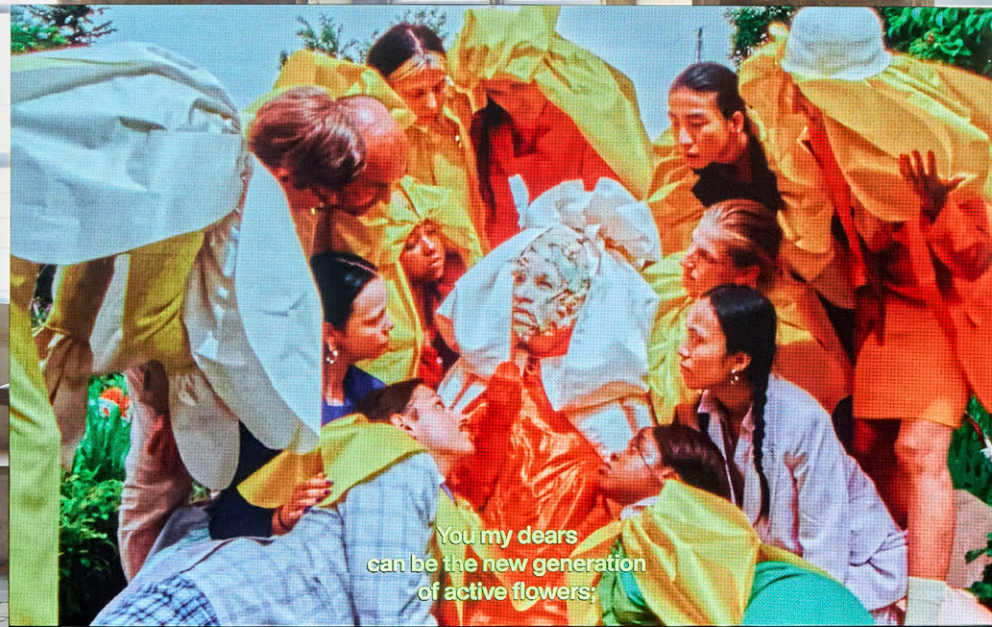




You my dears  
can be the new generation  
of active flowers;

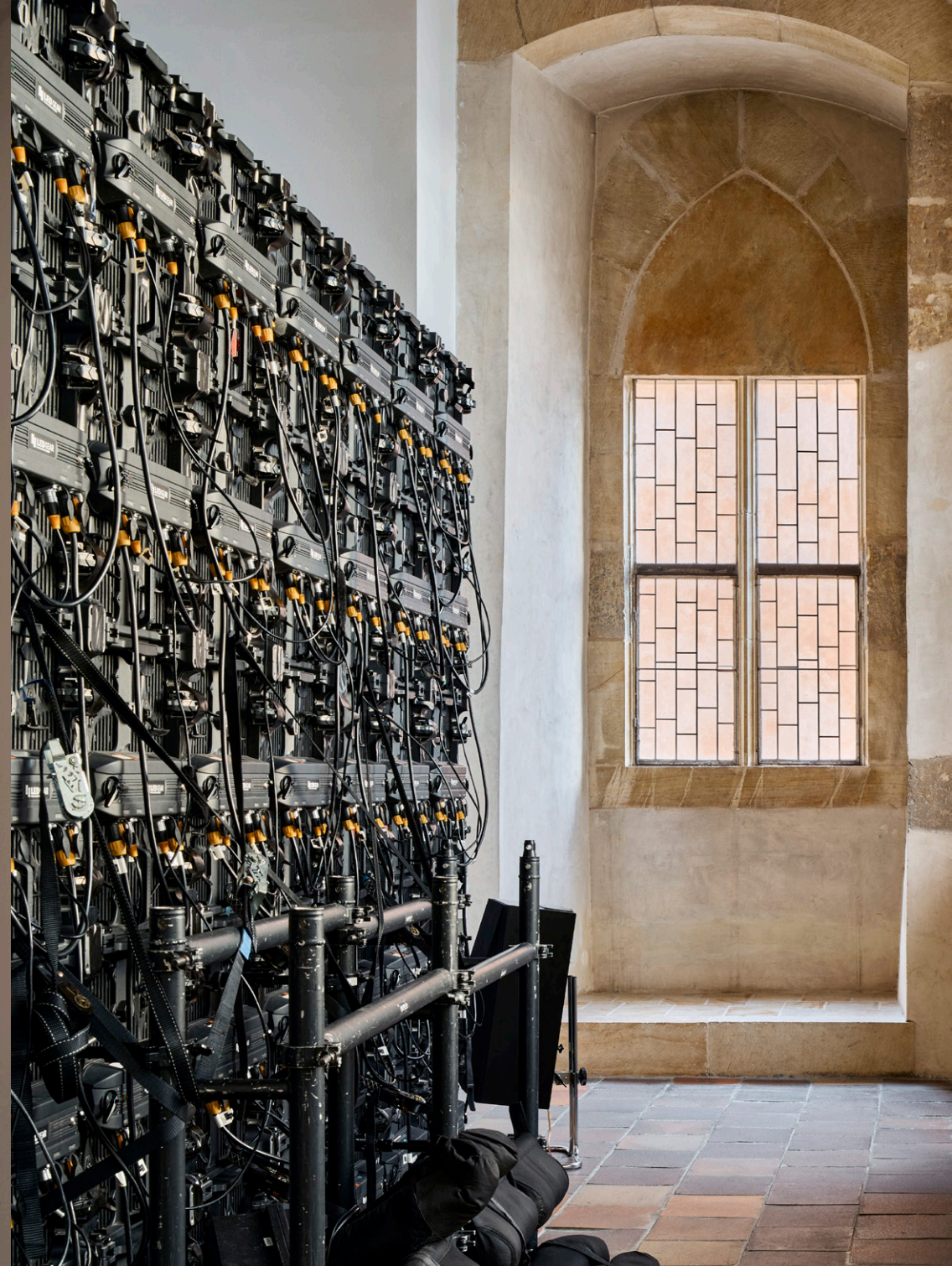
[Click to watch:](#) Club of Opportunities – episode 8:  
Opening Ceremony, 2022, video, 4K, 10’





*Opening Ceremony* (10mins, 4K), Garden of Problems , GHMP House at the Stone Bell





Opening Ceremony (10mins, 4K), Garden of Problems , GHMP House at the Stone Bell









*Opening Ceremony* (10mins, 4K), Garden of Problems , GHMP House at the Stone Bell





*Opening Ceremony* (10 mins, 4K), *Publiek Park*, Harmoniepark, Albertpark & Provincietuin, Antwerp, Belgium





*Opening Ceremony* (10 mins, 4K), Flower Union, National Gallery, Prague





*Publiek Park, Harmoniepark, Albertpark & Provincietuin, Antwerp, Belgium*





LISTEN TO  
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BABY FLOWER

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LISTEN TO  
MAMA  
BABY FLOWER

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*Opening Ceremony* (10 mins, 4K), *Publiek Park*, Harmoniepark, Albertpark & Provincietuin, Antwerp, Belgium





*Shame to Pride*, Mocvara Gallery, Zagreb, Croatia

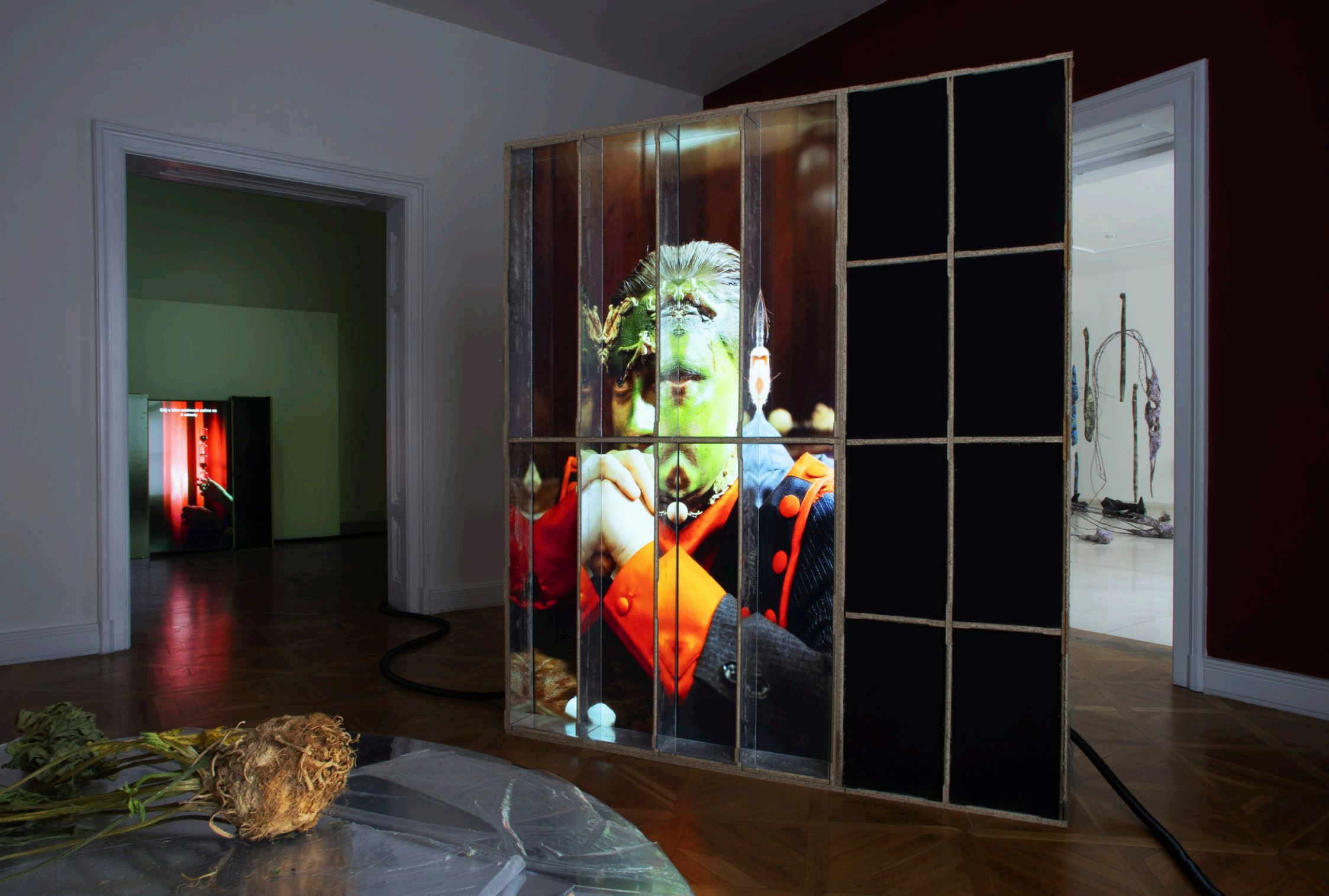












*Shame to Pride*, Moravian Gallery, Brno, Czech Republic





[Click to watch](#)

Shame to Pride (20 Mins, 4k)

A short film and installation commissioned  
by Jindřich Chalupecký Award 2021





*Shame to Pride*, Garden of Problems , GHMP House at the Stone Bell



*The Garden of Problems*  
book uncovers the themes addressed  
in the *Club of Opportunities*



I shaved my rooties and disguised my face. I excelled thanks to that,  
even if I knew it was a lie.



Anyway, they w





The book uncovers the themes addressed in the Club of Opportunities. Through the texts of the invited authors: Michal Novotný, Julie Béna, Kamil Nábělek, Noemi Purkrábková, Jozef Mrva, Ernestyna Orłowska, Klára Vlasáková, Jan Bělíček, we get to the bottom of multiple problems – with celeriac ontology, black magic, humour, losing vision of the future and especially with taking root.

Title: Club of Opportunities: The Garden of Problems

Book language: English-Czech edition

Author: Jakub Jansa

Designed by: Martin Groch, Robert Jansa, Petr Bosák,

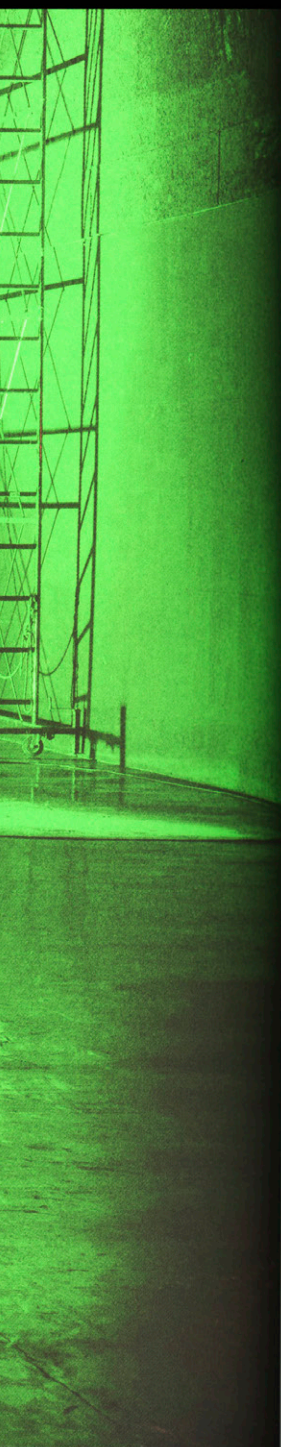
Publisher: UMPRUM

ISBN: 978-80-88308-55-3

Binding: paperback

Number of pages: 276





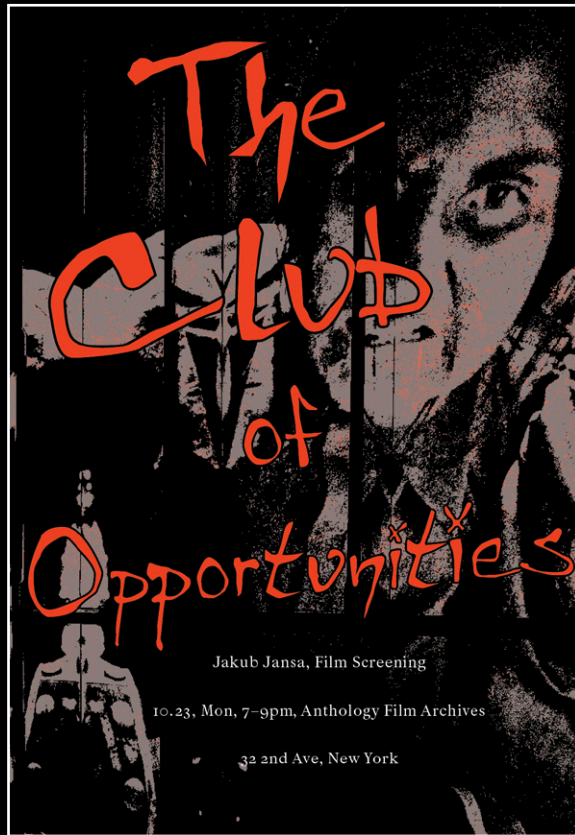
## The Problem With Taking Root

There's certainly no need to be fatalistic, but it's tough to put down roots in new soil. There are people and beings who go through life without ever thinking that they should go somewhere else. They don't aspire to new environments and possibilities because they have no problem with their position. They were born at the ideal time in the ideal place and they contrive to make full use of their privilege. Or perhaps they are so resigned and depleted by the daily struggle for life and decent conditions that they have neither the energy nor the time to climb higher. A person only strives for replanting (aka, social mobility – either up or down) from a sense of dissatisfaction with their assigned lot. We also see this in the story of the Celerist. He may be able to clearly and sophisticatedly recount the merits and strengths of his social class, but he never identifies with them enough to make peace with his roots. Instead, he aspires to infiltrate the crème de la crème of vegesociety – the avocados.

When speaking of avocados, I almost always remember my first-ever encounter with them. It was the first time I went on holiday with my parents beyond the borders of the post-communist Czech Republic. We went to Corsica with a tour operator – it's hard to say why there, exactly. We stayed in the northwestern port town of Calvi and saw a great many things for the first time in our lives. I remember how my younger brother gazed in fascination at an African man selling bracelets on the beach because he was







Cinematic Screenings  
of *Club of Opportunities* series:  
Anthology Film Archives, New York, US  
and 35th Liffe, Ljubljana international  
Film festival, SLO





**Screening of Jakub Jansa's Nine-Part Film Series at Anthology Film Archives in New York, Accompanied by a Panel Discussion with Curator Iris Hung.**

**The screening includes the episodes Celeriac Ontology, April Showers Bring May Flowers, My Name is Red Herring, Britannica Bootcamp, Keeping in Line, Ten Years Night, Shame to Pride, and Opening Ceremony. The total runtime of the eight presented episodes is 53 minutes.**

Anthology Film Archives is one of the most significant institutions dedicated to independent and experimental film, not only in New York but worldwide. Since its founding in 1970, it has served as a key center for avant-garde cinema, functioning not only as an archive but also as a platform for screening and studying films that defy mainstream narratives. It was established by filmmaker Jonas Mekas alongside other pioneers of independent film, such as Stan Brakhage, P. Adams Sitney, and Jerome Hill. Many key figures in visual art, including Andy Warhol and Bruce Conner, have presented their film works here. AFA fosters connections between film and other media, influencing not only film theory but also the gallery and museum presentation of moving images. Anthology Film Archives has become a model for film institutions worldwide, inspiring the creation of similar archives and experimental cinemas such as Light Cone in Paris and LUX in London.





Club of Opportunities serie at 35th Liffe, Ljubljana international Film festival, SLO





Curator Iris Hung, Kevin D'Angelo and Jakub Jansa at Anthology Film Archives