

Pump it UP!

Commissioned by Kunsthaus Graz

With Pump it Up!, media artist Mathias Kessler presents a dynamic interactive installation at Kunsthaus Graz that examines energy, sustainability, and the nature of work through a playful, competitive lens. In this project, visitors on a home trainer generate energy and see their results compared in real-time with data from Velo, a Graz-based food delivery service whose couriers' output is tracked via a custom app. The BIX media façade of Kunsthaus Graz becomes a lively scoreboard as this “team Museum” vs. “team Velo” challenge lights up two digital airdancers with each watt generated, visually linking physical effort to energy production.

Set within the 24/7 exhibition on the nature of modern labor, Pump it Up! bridges the analog and digital, taking inspiration from the social phenomenon of “soul cycling” and the high-energy demands of 24/7 consumerism. As visitors cycle, their energy output is converted into light animations on the BIX façade, and the installation evokes a retro video game aesthetic, merging '80s high scores with contemporary themes of sustainability and urban labor. Bicycle couriers, seen daily weaving through the streets in bright uniforms, are honored in the project as both an expression of physical labor and a critique of modern urban rhythms.

The installation culminates on October 19th with a lecture by ethnologist Konstantin Mack on the role of bike couriers in urban spaces, followed by a discussion with the artist. Pump it Up! invites the public to reflect on energy, physicality, and the intertwined demands of labor and consumption in a shared, tangible way.





Kunsthaus Graz



00:00



00:04

