

## **Single Project : Contextual Analysis**

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### **Introduction**

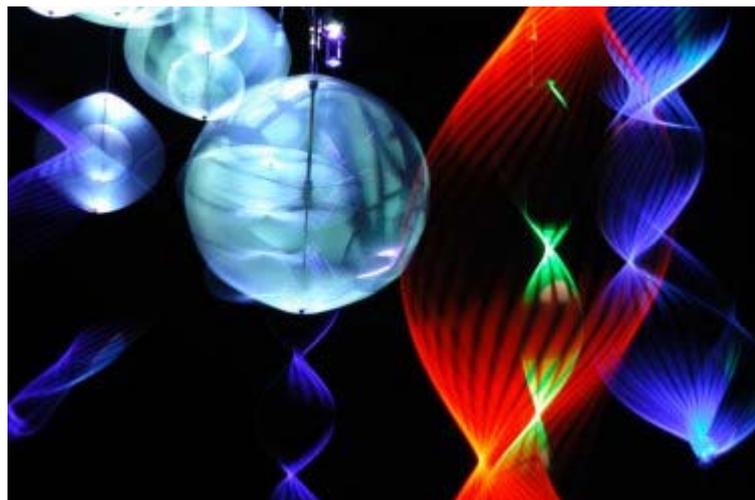
At the start of my investigations I wanted to study the human body but upon viewing the work at “The Body Digital Exhibition” I decided to look at changing my ideas to express things that affect the people.

The concept behind my work is to look at the interplay between an aesthetic object and ideas seriousness. For my contextual analysis I have decided to look at artworks that are visually aesthetic as well as artworks that challenge or express people’s view on aspects of life. My idea is to make a sculpture that symbolises utopianism, desire and distraction; it would take the form of an illuminated whip. Then combine the whip with multiple screens that may display pictures expressing my view on, consumerism, politics and war. All artworks after Marcel Duchamp can be conceptual in nature so aspects conceptual art interests me. Genres the artwork plans to cover are installation, kinetic and video art.

The artworks I intend on studying are those that use computer screens and sculpture is used. The following is a summary of my research on artist who have influence my artwork.

### **Paul Friedlander**

This artist creates artwork that involves lighting, sculpture and motion. His work can be defined as kinetic art. The motion of the string and how light falls on the string makes a form, these vivid visuals of the artwork appeals to me. His work could be likened to artworks about abstract expressionism because of the forms of his kinetic light sculptures, my reason for saying this is how colour can express mood.



## Paul Friedlander's artwork Nambu

The artwork Nambu was named after the scientist who created string theory. This work has sensors around it which could be reflective of a user's subconscious thoughts in the way they react to the sensors, similarly to what I want to achieve with my sculpture.



Paul Friedlander, *Nambu*

His artworks seem to be devoid of any political attachments and seem to be purely about being aesthetical pleasing. The works he creates are immersive in how they attract viewing. The outdoor installation Pleasure Garden could be seen as escapism into surreal world. Most of his artworks do seem to take viewer into another environment because of the mixture of lighting and form created. The sculpture I envisage developing may use ideas he puts into his kinetic light sculptures , which I would then contrast with political aware, “serious” or “real life issues” on monitor screens that I want to express; Drawing people in then make my statement, perhaps this makes my artwork propaganda but this is what artist may strive to do, make their statement.

Micah Wright  
The Propaganda Remix Project

Micah Wright takes old posters and reworks them to have social commentary that is current. His use of typography and imagery help to emphasize what he is trying to say as well as changing the mean and mood of the imagery. The statements he makes in his work are satirical, sarcastic and are about the war and politics. Concepts in his work make people question the freedom people have. The pictures he makes interest me and act to inform my ideas on what to put on to the screens I want to use.



## Fabrizio Plessi

“Sculptor of video technology” is what Fabrizio Plessi has been described as. He uses video displays or technology as a medium rather than using it as narrative piece like those of video artist, Fabrizio articulated he did not see himself as a video artist. For instance an example of his work where he uses the TV as medium is in the work called “*L’Armadio dell’Architetto*” he use the television to display imagery of brick walls as part of a real brick wall. The fact the television is used to display moving or still imagery is used, it forms a component of a sculpture.



Fabrizio Plessi, *L’Armadio dell’Architetto*, 1999

In Fabrizio Plessi’s work he builds environments in which he places multiple video displays. Where he looks at repeatability and how imagery from monitors can be integrated with the form he creates.

I feel the use of screen in my work may is similar to his, as I just want to display multiple imagery and it would form a component of the artwork, which would be incomplete if the screen was not there.



Fabrizio Plessi , *L'Enigma degli Addii*, 1999



Adrian Piper,  
What it's like #3

This is an installation of interest to me because of how it is designed and the significance of the structures involve. Adrian Piper's artwork "What it's like #3" is made in a white room with four monitors facing each of the walls. There is a narrative that plays on the monitors, provoking question of racism against black community. The room is white this contrast in colours bring up questions of racism allowing viewer a space to think about them and also the colour of the room may refer to whom she confronts in her work. Her use of monitors in the way that she uses them to integrate with each other appeals to me. She use mirrors that surrounds the room this makes repetition of the monitors that a personification of someone, I feel this is to show how the views held by the narrator are representations of more than one person.



Adrian Piper, *What it's like #3*

## Yayoi Kusama

The artist Yayoi Kusama uses mirrors to reproduce space as well as expanding it this act of expanding space is something that interests me. Yayoi Kusama places found objects that inform the viewers of the ideas behind her works which then are reproduced with the use of the mirror. I like how she uses mirrors to make a large immersive environment, she creates environment for user to explore my work would be more of a window in to what I feel strongly about. Yayoi Kusama uses Strong colour as a part of her work to influence the concept. The works she makes are very immersive by the way she uses mirrors. Like the concepts behind her work



## Stephen Wilson, Milton Komisar, Donald Day Hello Stranger Welcome to City Hall

I like this digital and video sculpture because of the message it puts out and the way it does. It uses sound bites to with a narration to it then it also has hands for observers to interact with it. The message formed is interesting as it is put in the public domain.



*Hello Stranger Welcome to City Hall*

## **Conclusion**

From my research I have learnt more on how more the uses of materials and how they are used for the project, for instance monitors and they are in my opinion used as visual aesthetic like in Fabrizio Plessi work and how in Adrian Piper's work monitors are used for social commentary. Installation and how monitors in a space was studied as well as. In conclusion my artwork would be about contrasting artifice with social and political issues questioning and observing how people react when the two are put together.

The project I make will make use of multiple monitors positioned around an interactive sculpture of a whip. I may develop the project to make use of mirrors based on the research I have done.

The work I produce will use monitors as a medium and would be sculptural in form. Symbolism and conceptual art will play a large part of my project.

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