

The Void

The media creates a simulation of reality which presents the masses with models of being.

This hyper-reality comes to influence fashion, art, music and literature; it affects body as well as mind by planting promotional seeds that grow to become accepted values for the individual and for society.

The phenomena manages to conceal what an individual might be really looking for by inhibiting their ability to assess effective personal needs and desires.

I am intrigued by this phenomena and in order to remind myself that I am inescapably affected by it I produced the work that is questioning its effects. I chose Vacuum Forming as a technique to create of a solid from one side and a empty from the other side plastic shell.

I dictate viewer's point of view using a camera which is live feeded to the front screen show perfect shape of these 'crusts'.

The viewer becomes aware of the 'the void' in every object only if they walk around the space.

A warehouse, a BMW car key, the latest macbook, a prada purse symbolise 'status'; they have often been used as props to show a social position to others.

Hangover pills, DJ turntable, records, Louis Vuitton travel bag, are used as metaphor of fulfillment of private life, of an idyllic time of leisure and fun with our entourage.

Art, philosophy and poetry books,



MATERIAL: STYLENE, PAPER, VYNIL, PAINT

as well as paintings, re-present artistic or intellectual requirement to be respected within society.

The Dumbbells left on sight in an apartment are a message to the visitors of either an intention to be fit or most likely as a symbol of an ongoing physical activity, to maintain a desired aspect.

Finally the size of the diamond in an engagement ring, is used as a measure of how much love we are receiving.