

jiggle n juice's

JAWBREAKER

series



Episode 2 - 31/07/20

**Photography vs Video Art**

(A critical review of the visual impact of photography vs video art)

# photography



## Barbara Kruger

- American conceptual artist, sculptor + photographer
- b & w photographs with declarative captions
- political / feminist slant, designed to challenge
- often include the use of pronouns such as 'you', 'I', 'we' and 'they' to directly address the viewer

## Jeff Wall

- Canadian artist known for his large-scale back-lit cibachrome photographs

- uses Vancouver's mixture of natural beauty and industrial urban decay as a backdrop for scenes of people



## SOPHIE CALLE

"On Monday, February 16 1981, I was hired as a temporary chambermaid for three weeks in a Venetian hotel. I was assigned 12 bedrooms on the fourth floor. In the course of my cleaning duties, I examined the personal belongings of the guests and observed through details lives which remained unknown to me."

- \* Calle's descriptions of the hotel rooms included factual documentation as well as her personal responses
- \* unashamedly voyeuristic, reading diaries, letters, postcards, rummaging in bags.. sprays herself with cologne etc
- \* her particular way of working (collecting info about people who are absent + investigating her subjects like a detective) stemmed from following people and writing diagnostic notes of their movements

Calle's way of working + the artworks she produces remind me of a Hitchcock film. It gives me chills to understand + picture her at work, but is also so intriguing in terms of building characters or delving into character studies while a person is absent. Doing this on the objects that people deem necessary to travel with highlights their preferences / taste / personality.

## Nan Goldin

- the taboo-breaking American camera artist
- her work often explores LGBT bodies, moments of intimacy, the HIV crisis, and the opioid epidemic
- Goldin denies the role of voyeur, she is instead a queer insider sharing the same experiences as her subjects
- the intimacy between artist + subject is an attempt to relegitimize the codes + conventions of social documentary



# video art

Martha Rosler →

- Semiotics of the Kitchen (1975)
- a feminist parody single-channel video + performance piece which runs 6 mins
- considered a critique of the commodified versions of traditional women's roles in modern society



Nam June Paik ↗

- internationally recognised as the "Father of Video Art"
- pioneered the use of televisual electronic media in art

- often explores themes of emptiness, boredom and bringing the past and present together via technology



SHANA MOULTON

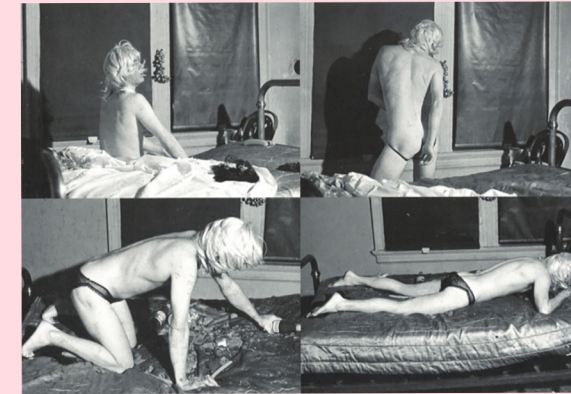
New York based media artist, exploring contemporary anxieties through her films alter ego, Cynthia. She combines an unrelenting, witty humor with hi-tech, pop sensibility, and Cynthia's interactions with the everyday world, creating both a mundane yet surreal outcome.

CYNTHIA = uncomfortably relatable  
= used as an avatar for all modern angst  
= trials of wellness, herself in distress

AESTHETICS = grainy, 1990s infomercial  
= mundane life = unbearable  
= bright, twinkling  
= gives the viewer an escape, some perspective + critical distance

THEMES = relationship between consumerism and the search for spirituality  
= motif of the trapped or imprisoned woman  
= personal wellness industry, ecological protest, alternative modes of living

Do wellness rituals bring any form of relief? Cynthia's anxieties briefly melt away when soothed in bubble bath or personal sauna tents, but her efforts to improve herself only send her into a spiral of self doubt



Paul McCarthy

SALLOR'S MEAT (1975) ↗

- emphasises the contingent nature of the erotic
- perversity is not intrinsic state of being but the result of "matter out of place"
- rendered explicit the erotic undertones of consumption

QUOTIDIAN foods work to desexualize performance while explicit sexual acts render the same food disgusting  
"sexuality where it does not belong is problematic because it constitutes a violation of the expected social arrangement."

Gary Hill ↘

- based on single-channel work and video / sound based installations
- explores an array of issues ranging from the physicality of language, synesthesia + perpetual conundrums and newer interactivity

