Art, infiltration and camouflage

Project abstract

The poster will introduce creative practices (art, design, film, video, photography, performance...) which infiltrate in the media and cultural institutions, wiping out momentarily its artistic appearance, hiding or camouflage, to promote the questioning of certain aspects of contemporary communication and artistic praxis. These practices (labeled as fakes, pranks, mockumentaries, artivism) are mostly intended to criticize and alert about the current status of the authoritative image dominated by discourses of objectivity, participation and excellency.

Objectives

1 - Explore the current trend in artistic practices in questioning the spaces of “veridiction” used both in the artistic context and in the whole of the media stories.

2 - Establish formal and conceptual categories when analyzing those artistic practices that are defined by invisibilizing and / or camouflaging their own artistic code, or to infiltrate the iconosphere in order to reveal or shortcircuit communicational expectations.

3 - Establish the relationship between creative practices and activist formats as a model to question the authoritative media of power.

Research update

The object of this research will become the main subject of a large exhibition at the Institut Valencià d’Art Modern (IVAM, Valencia) and Es Baluard Museum (Palma de Mallorca) in June 2017. Accordingly, a book will be published by those institutions.

The author has recently contributed to the catalogue edited by the Maison de la Photographie (Paris) on the occasion of the major exhibition devoted to Joan Fontcuberta, one of artists researched in the present study.

Methodology

The session will be conducted through a general introduction to the subject of the study, a brief discussion on its relevance (both in their academic development and the current communication environment) and the presentation of some relevant case studies, from domains such design, contemporary art and activism, specially in photographic and videographic formats.

Bibliography