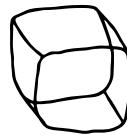


Dramatica



GREENCUBE.GALLERY



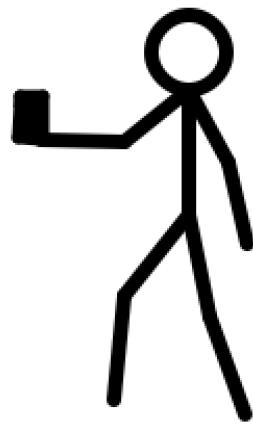
DRAMATICA

An exhibition by JODI

February 15th - April 4th 2019

<http://greencube.gallery>





DRAMATICA

An exhibition by JODI

Una mostra di JODI

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ABOUT THE ARTIST

JODI or jodi.org is a Netherlands-based artist duo formed by Joan Heemskerk (b. 1968, the Netherlands) and Dirk Paesmans (b. 1965, Brussels). The duo pioneered significant approaches of the early web-based art in the mid-1990s, and continues to work with a wide variety of media and techniques. JODI's work often appears in the history of electronic and media art, and has been exhibited worldwide at Documenta X, Stedelijk Museum, ZKM, ICC (Tokyo), CCA Glasgow, Guggenheim Museum (New York), Centre Pompidou, Eyebeam, FACT (Liverpool), and Museum of Moving Image (New York).

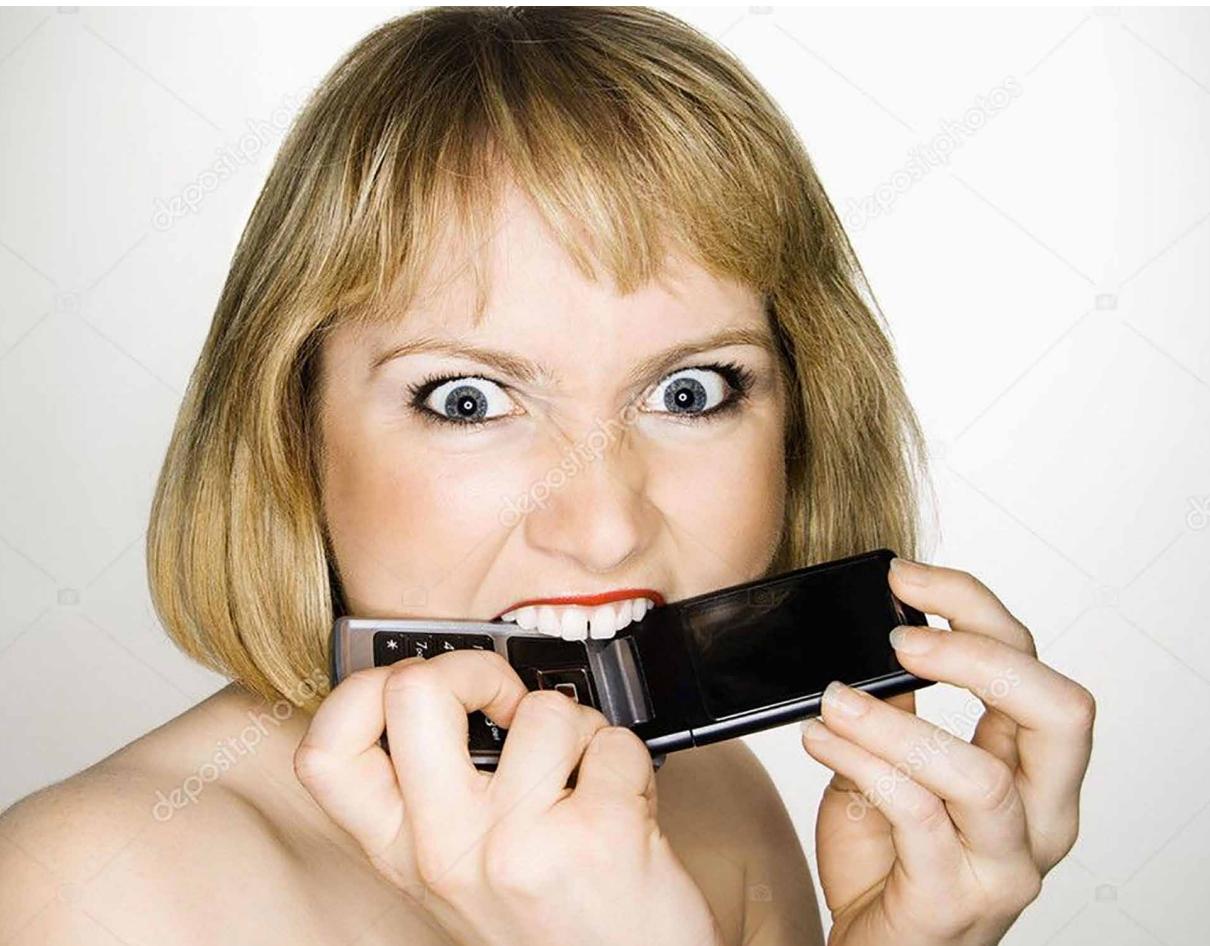
<http://jodi.org>

SULL'ARTISTA

Attivo dalla metà degli anni Novanta, JODI (Joan Heemskerk, nata nel 1968 in Olanda, e Dirk Paesmans, nato nel 1965 in Belgio) è riconosciuto universalmente come uno dei pionieri della Net Art. Il loro lavoro figura in tutti i principali volumi sulla storia della media art e delle arti elettroniche, ed è stato esposto in istituzioni ed eventi importanti come Documenta, Kassel; Stedelijk Museum, Amsterdam; ZKM, Karlsruhe; ICC, Tokyo; CCA Glasgow; Guggenheim Museum, New York; Centre Pompidou, Parigi; Eyebeam, New York; FACT, Liverpool; Museum of Moving Image, New York, e molti altri.

<http://jodi.org>

DRAMATICA



The IRL/URL project addresses our day-to-day relationship with technology and how, through the same medium, such relationship is represented, engaging in a reciprocal loop of observation and re-enactment.

Shifted away from the realm of communication strategies, stock photography has become one of the many things you can offer to appease the big online-presence anxiety that affects corporations and associations as much as individuals.

Like many of us do for duty or delight, JODI likes to collect this popular photographic genre, in which corporate stylistics seem to infiltrate folklore. As economy dictates visibility, the limits of the mutual contamination between individual (or collective) sensibility and profit-oriented constructed images fade increasingly. Spontaneity of expression is problematized as the desire to be represented and to represent actions drowns in the big media-flow. Everything is

dramatic and theatrical, as in théâtre tron, the place of spectacle. Naïve generic photos become a functional unentertaining version of "Theatrorcratia": the use of theatre to dominate the masses by manipulating their reflexes and sensations" (Benjamin).

JODI focuses on tech-cameos in the genre, such as the smartphone as an object: the straight narration given by its normal use morphs into the hilarity of curiosity. The artwork is best experienced in the same medium it focuses on  : thanks to common technologies that trace the phone's position, JODI sets a stage made of found-footage and kinetic abstractions for the viewer to re-enact such dramatic plastic poses IRL.

Take part in the big theatre of representation and get caught in the middle of the emotive-tech-image flow.



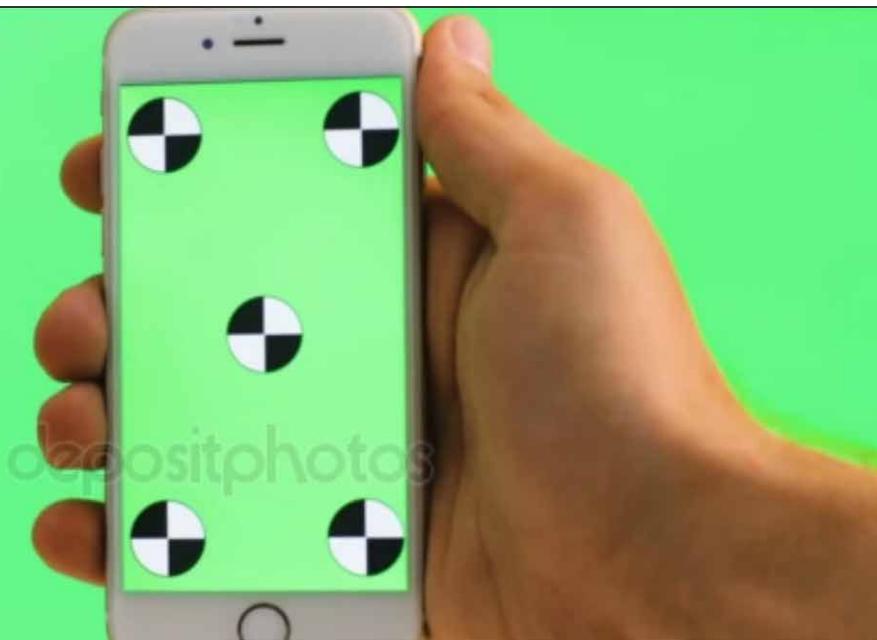
DRAMATICA

Il progetto affronta il tema del rapporto quotidiano con la tecnologia e come questo viene rappresentato, proponendo un loop reciproco di osservazione e riproposizione.

Derivata dal campo delle strategie di comunicazione, la fotografia stock è divenuta il medium ideale per placare la grande ansia da presenza-online che sembra aver colpito tanto società ed associazioni quanto ogni singolo individuo.

Negli anni JODI ha collezionato questo popolare genere fotografico, in cui l'estetica corporate si mescola al folklore. E mentre l'economia decreta la visibilità, i limiti della contaminazione reciproca tra la sensibilità individuale (o collettiva) e le immagini costruite per profitto diventano sempre meno chiari. La spontaneità espressiva si problematizza e il desiderio di venire rappresentati e di rappresentare azioni affoga nel grande flusso mediatico. Ogni cosa è quindi drammatica e teatrale, nell'accezione di théâ tron,





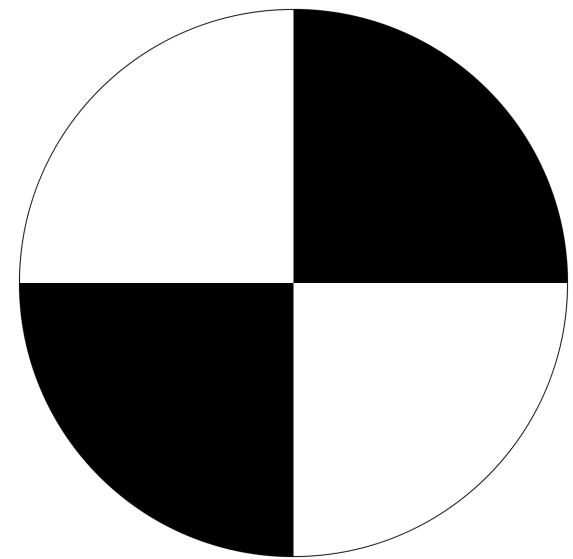
il luogo dello spettacolo. Ingenuo fotografie diventano una versione funzionale e poco ricreativa di "teatrocrazia: il dominio delle masse fondato su riflessi e sensazioni" (Benjamin).

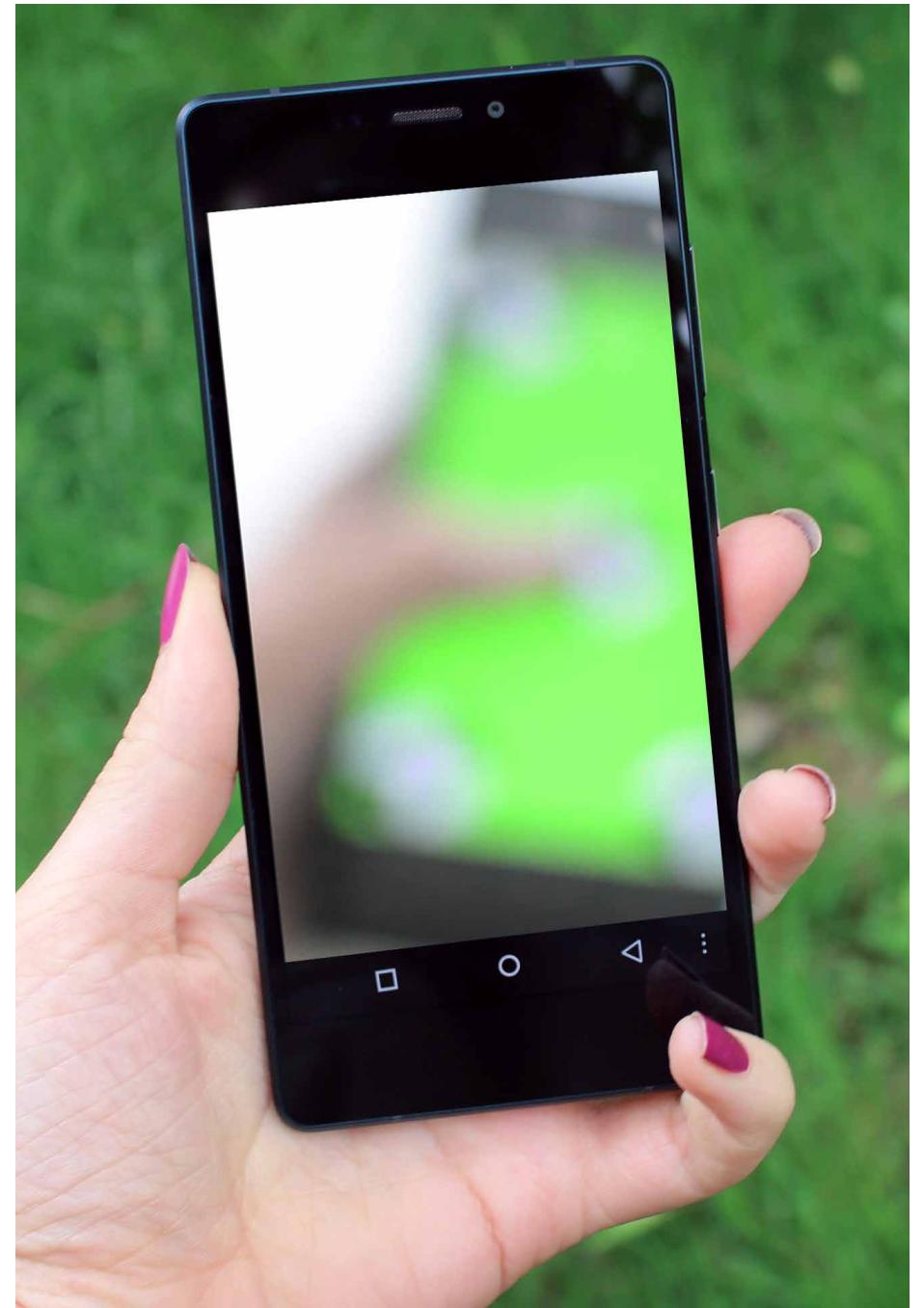
In questo genere fotografico, JODI trova l'artefatto tecnologico, lo smartphone come oggetto: la narrazione diretta data dal suo uso tipico muta nell'ilarità della curiosità. L'opera è sperimentabile al meglio via lo stesso mezzo su cui si focalizza *: grazie alle più comuni funzionalità che tracciano la posizione dello smartphone, JODI dispone un palco di materiale trovato e astrazioni cinematiche per lo spettatore per riproporre le drammatiche pose plastiche dal vivo.*

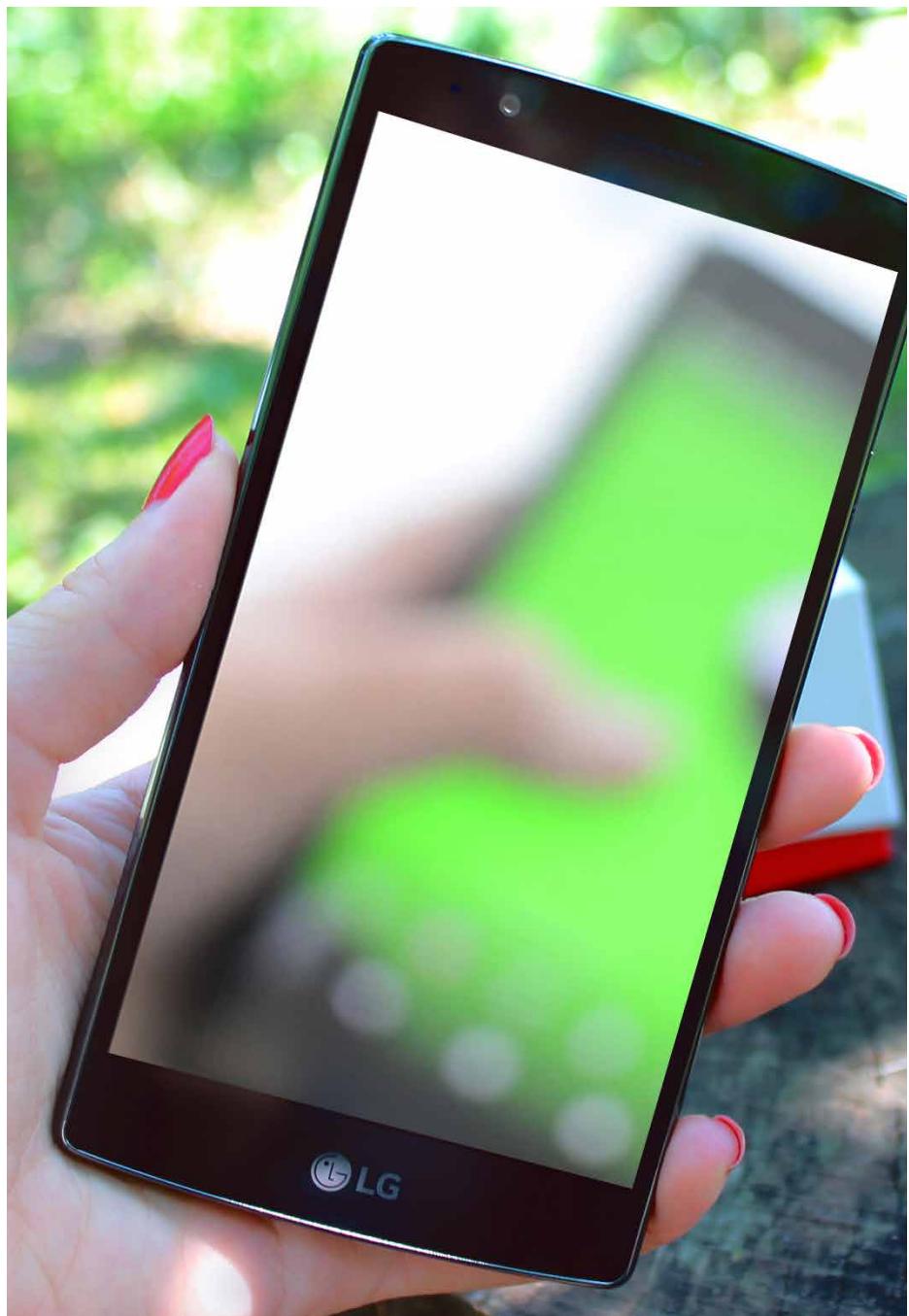
Prendi parte nel gran teatro della rappresentazione e lasciati catturare dal flusso dell'immagine-tecnologica-emozionale.



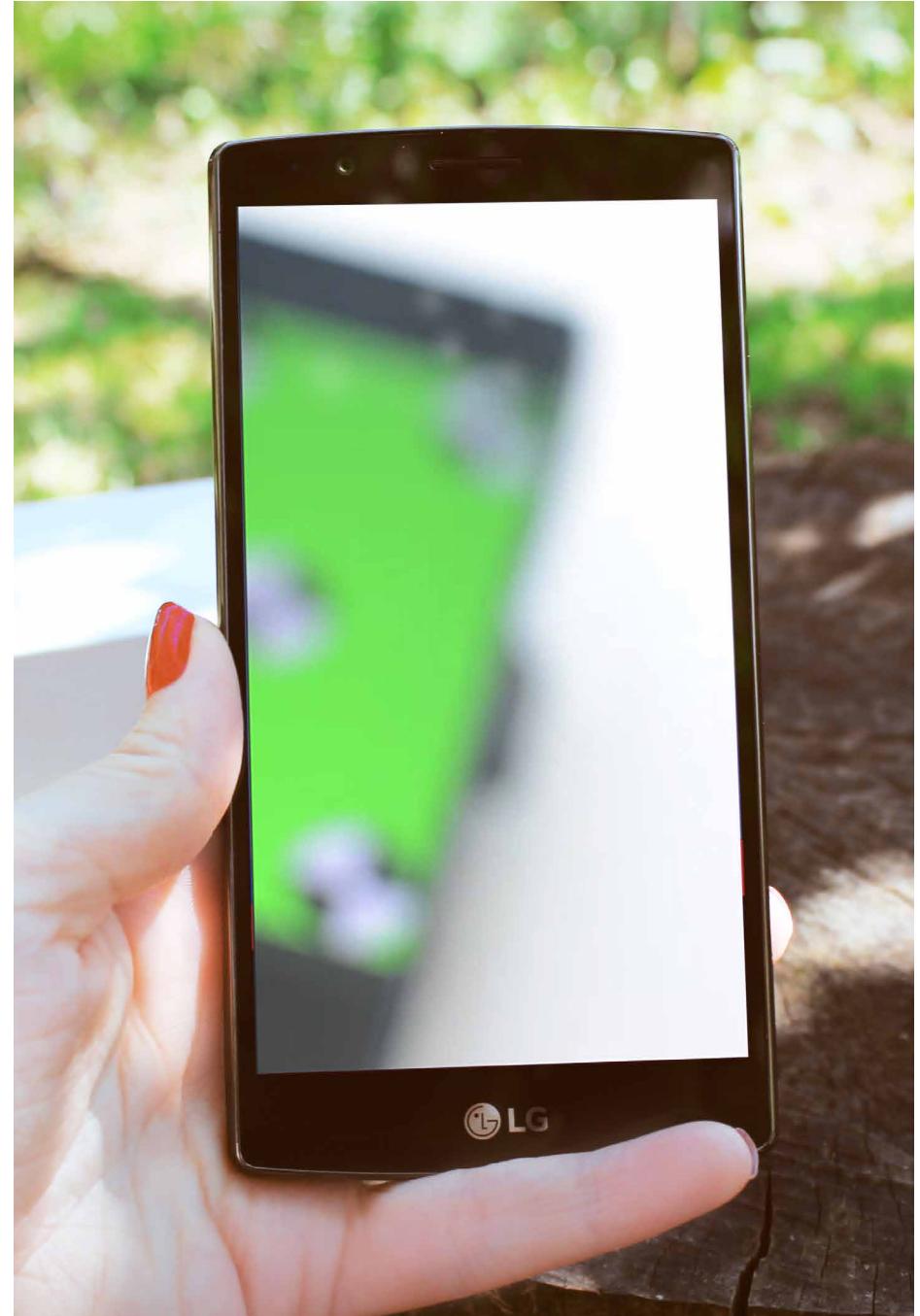
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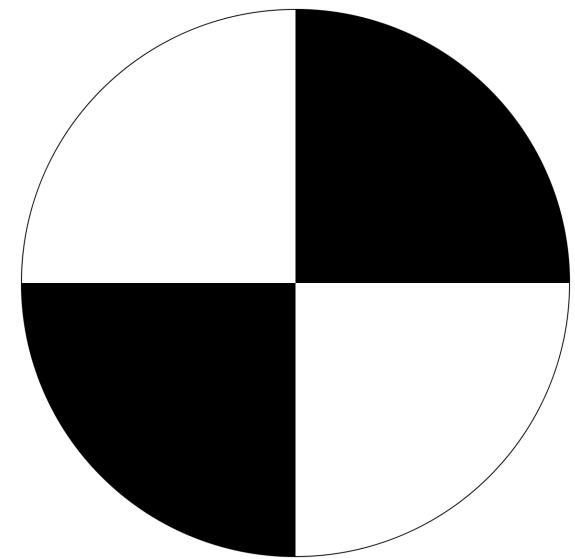


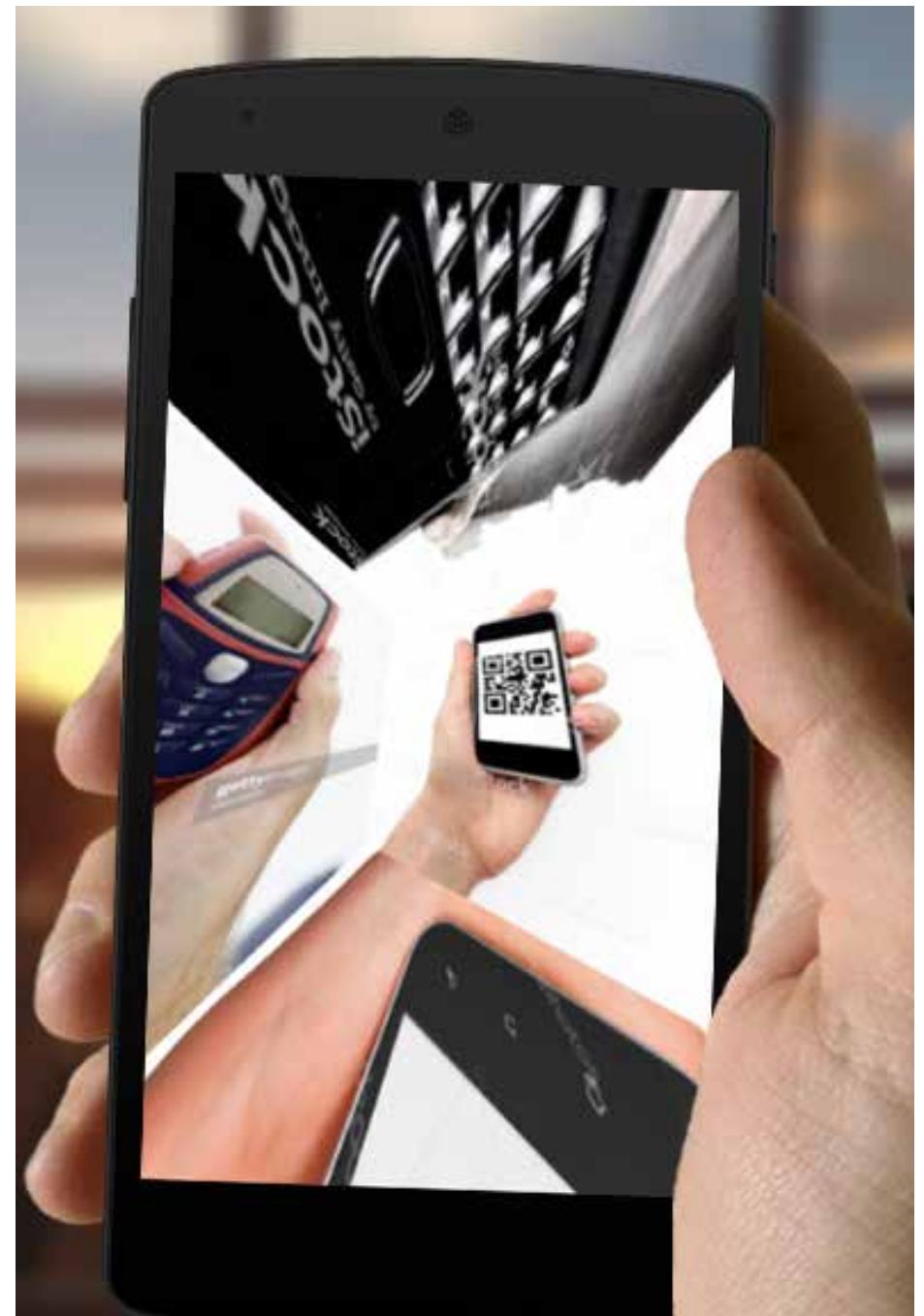
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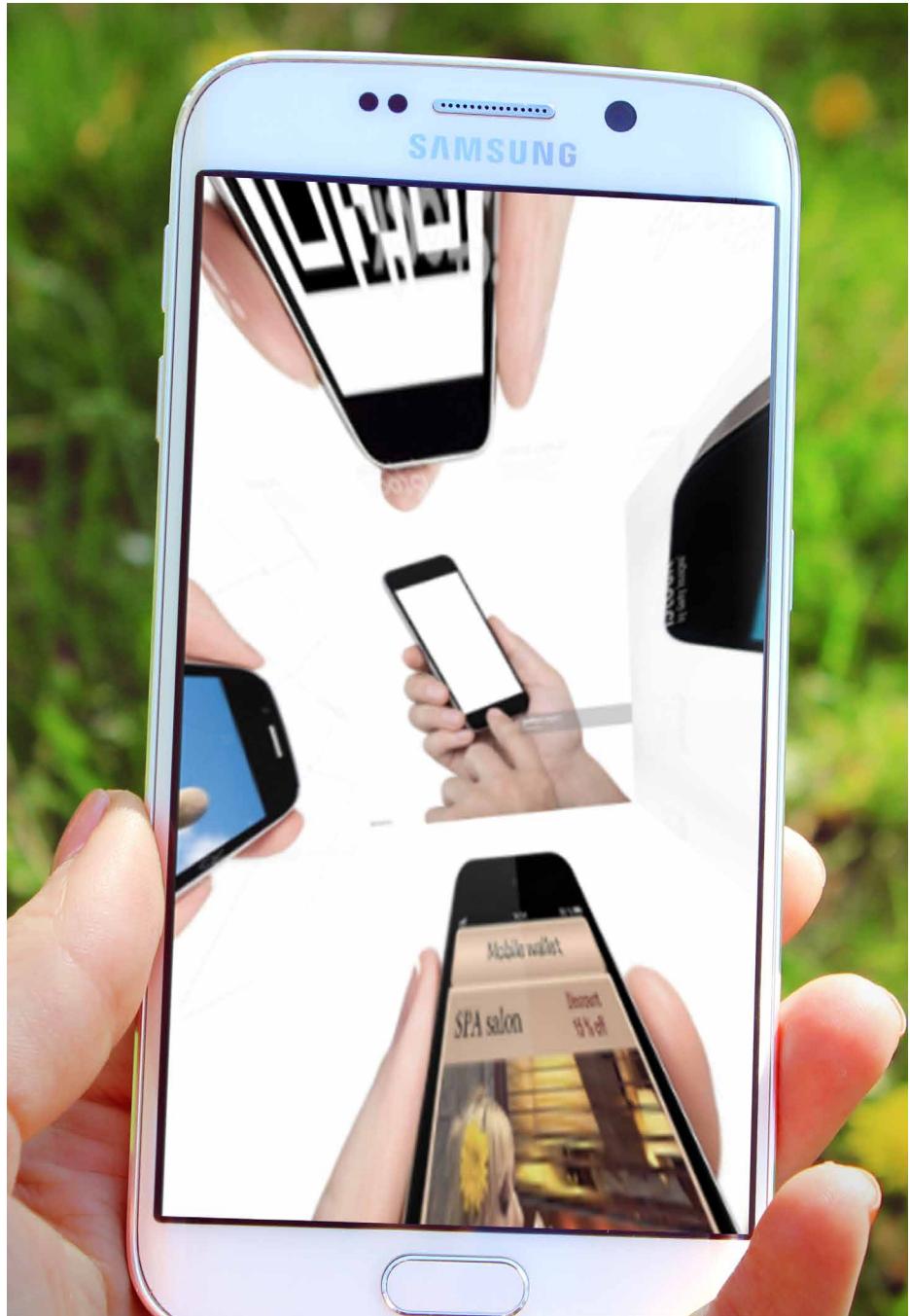


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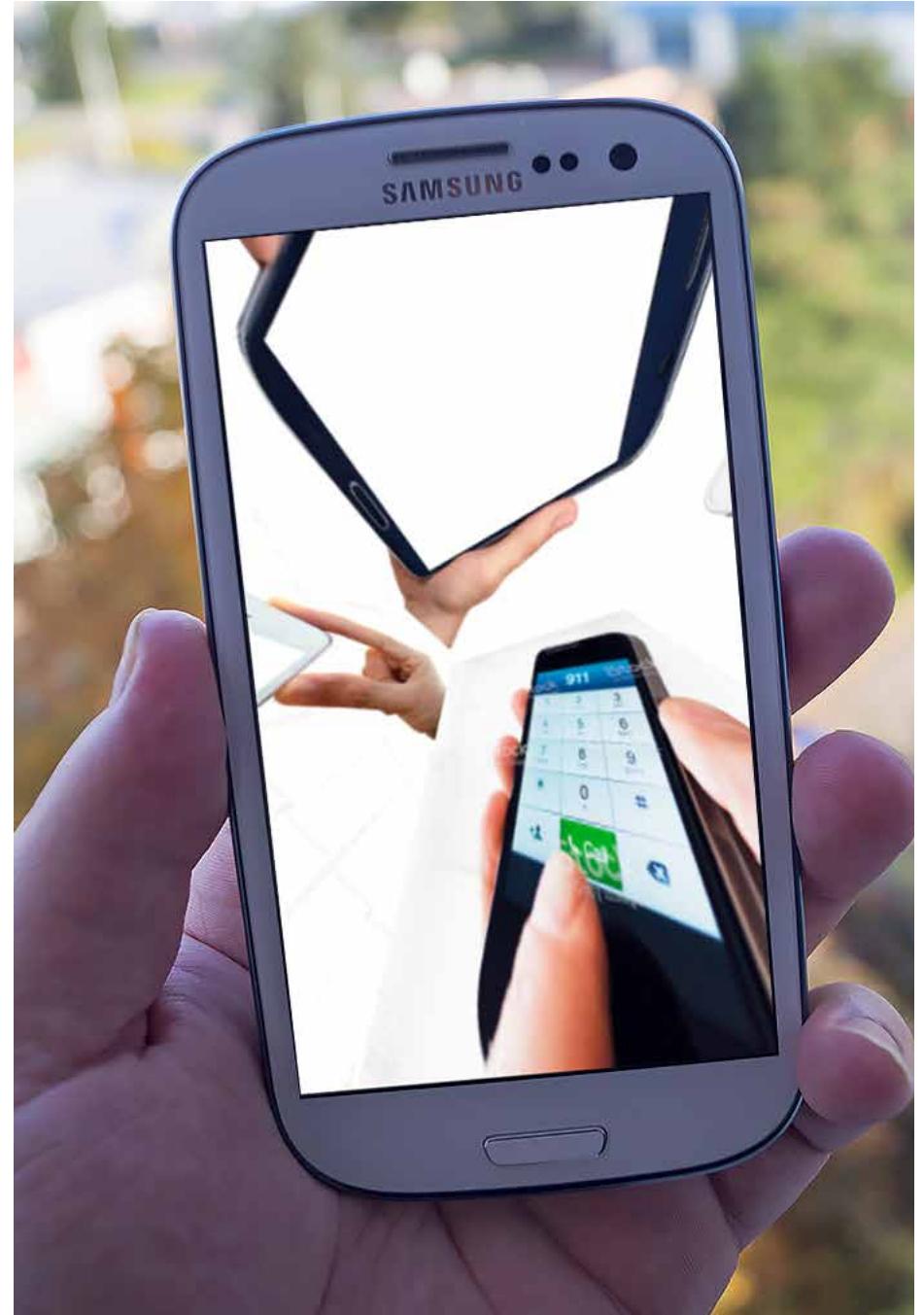
CENTER
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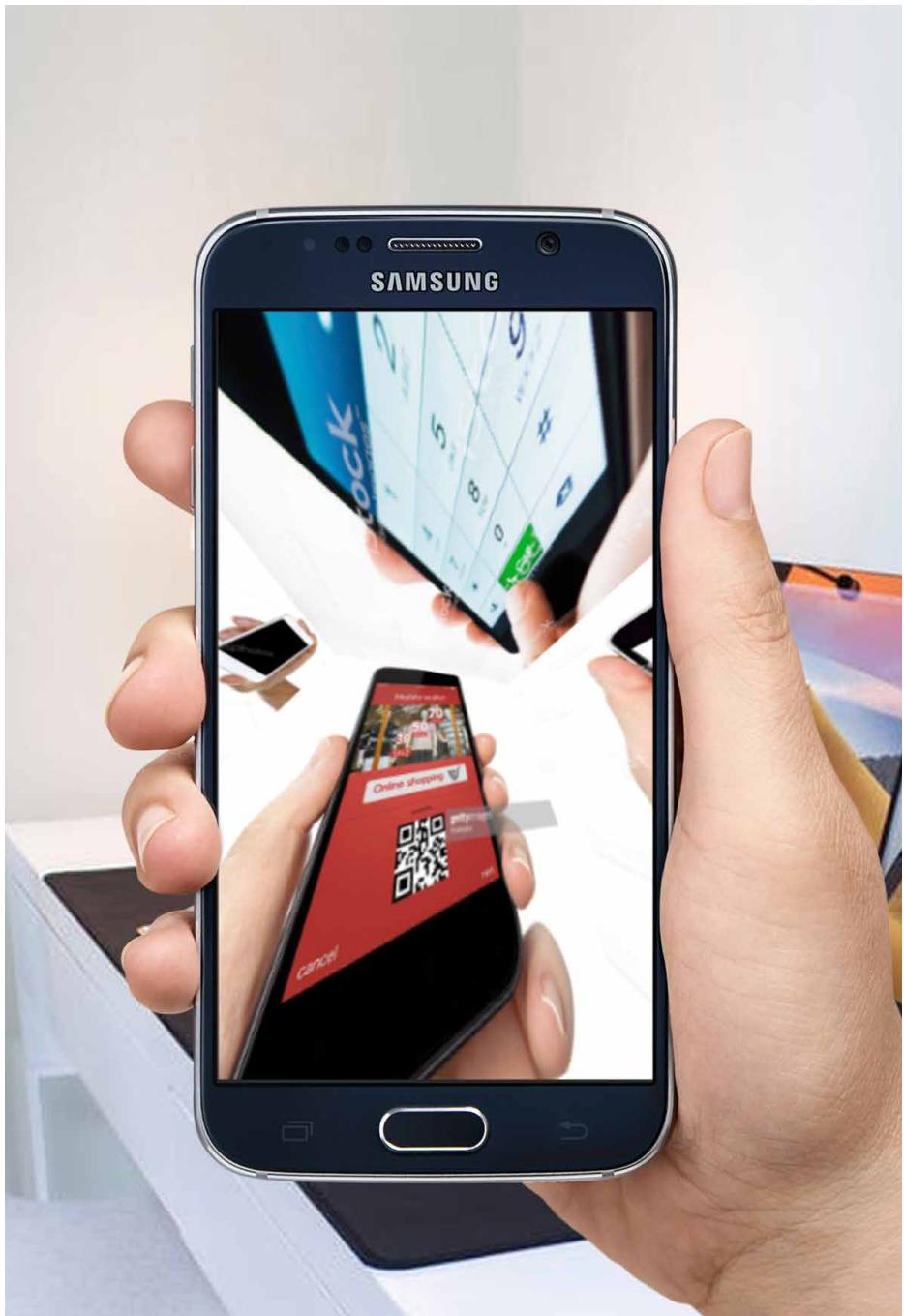




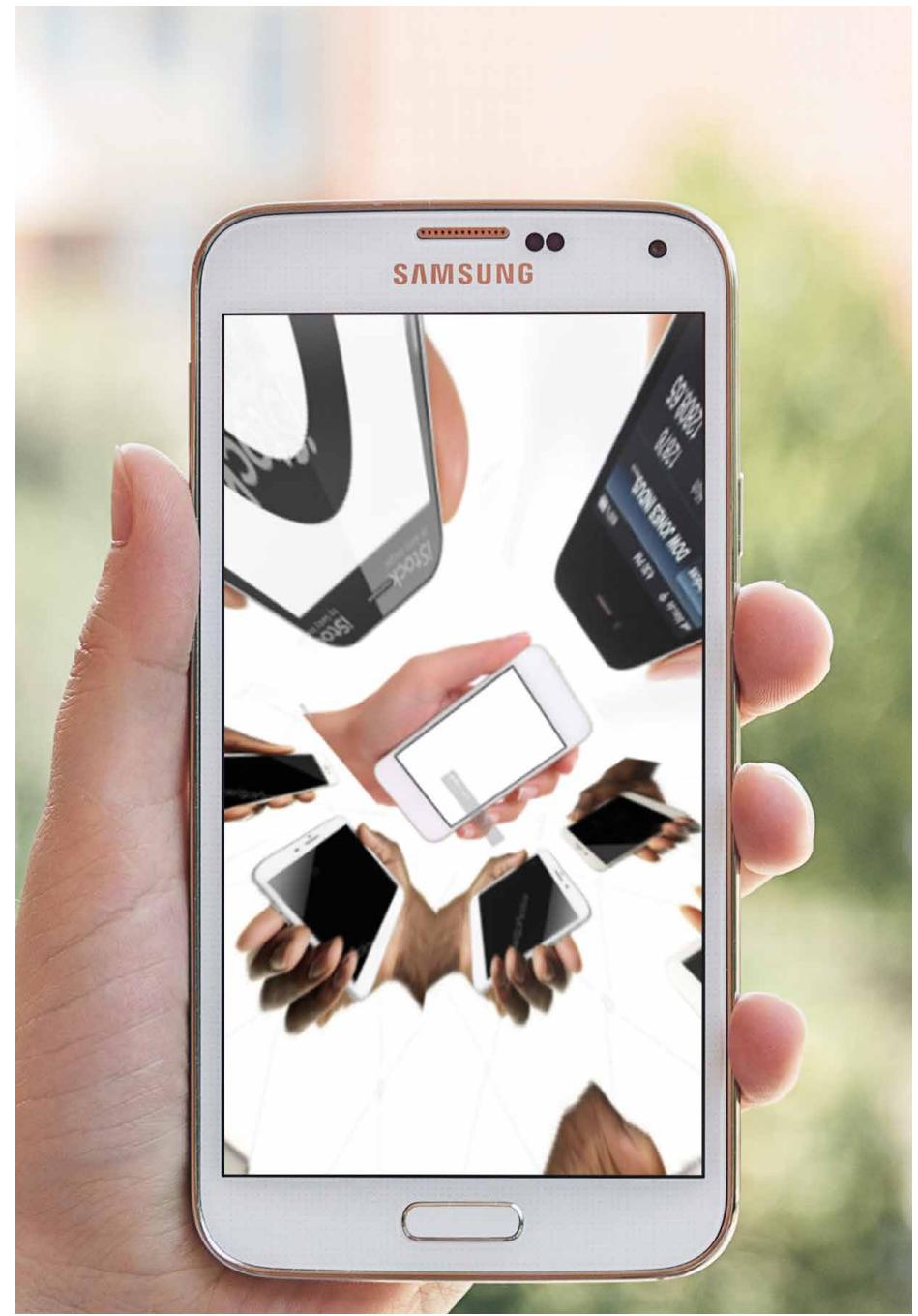
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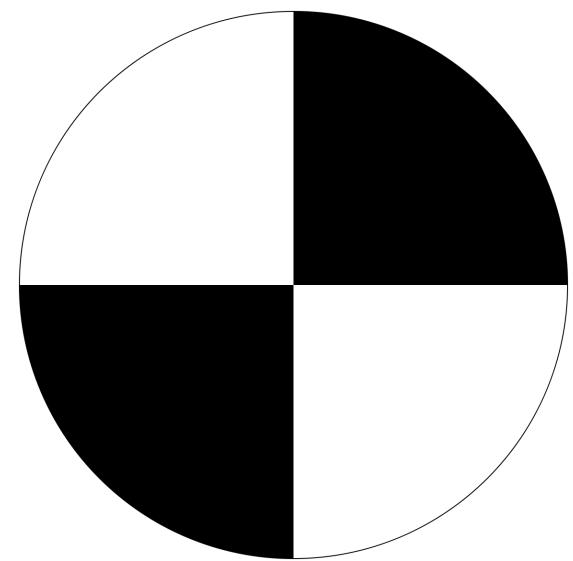


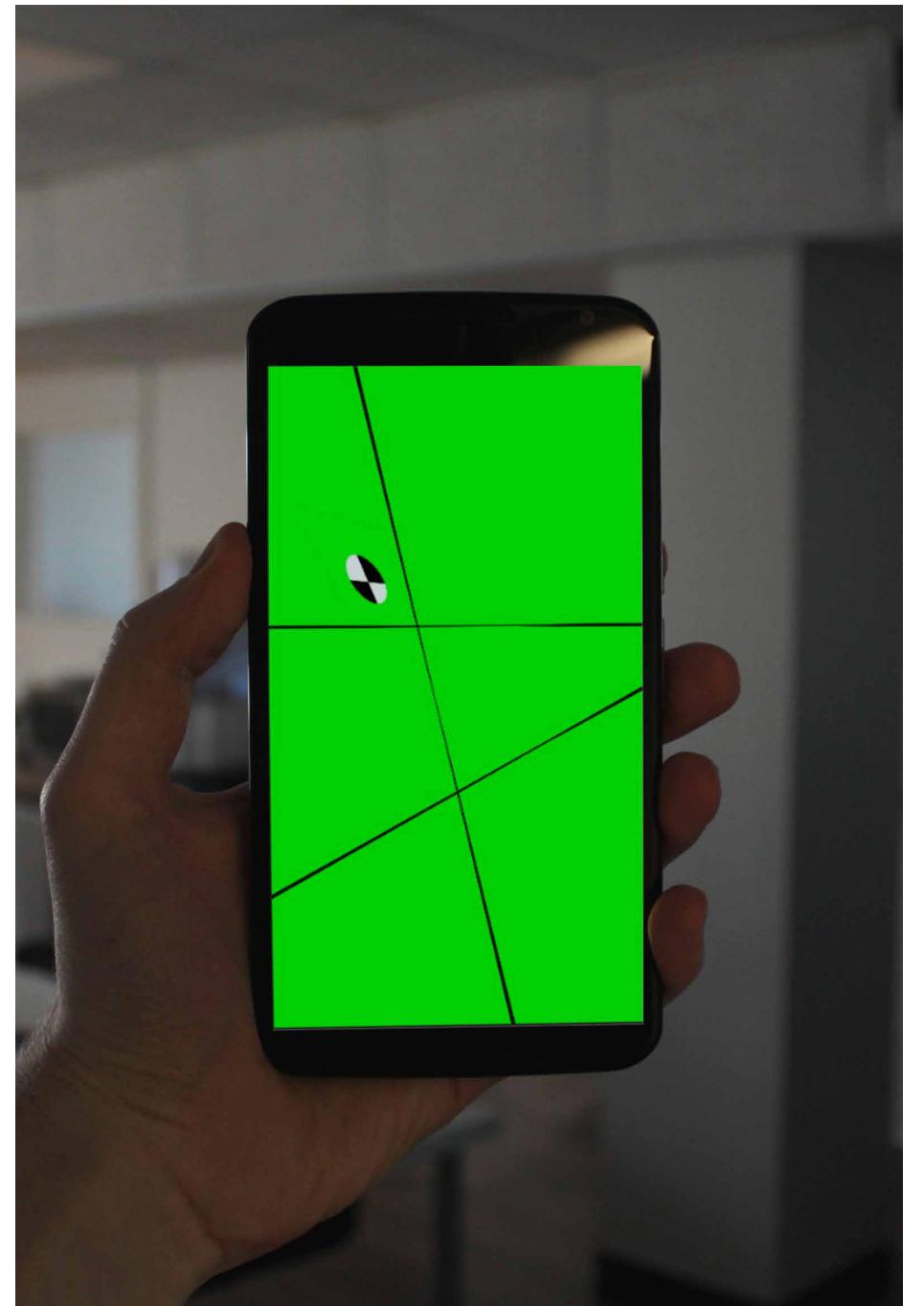
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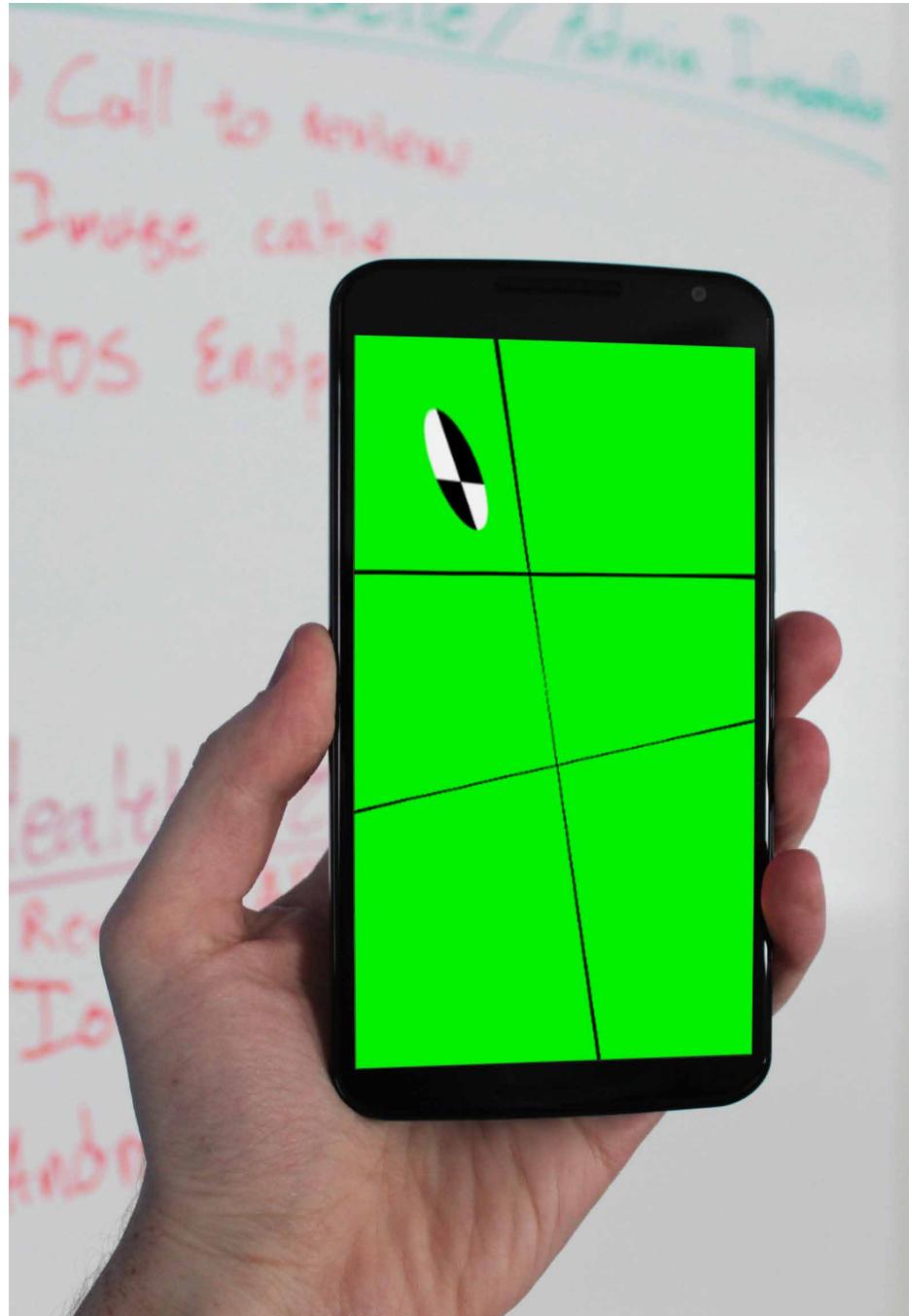


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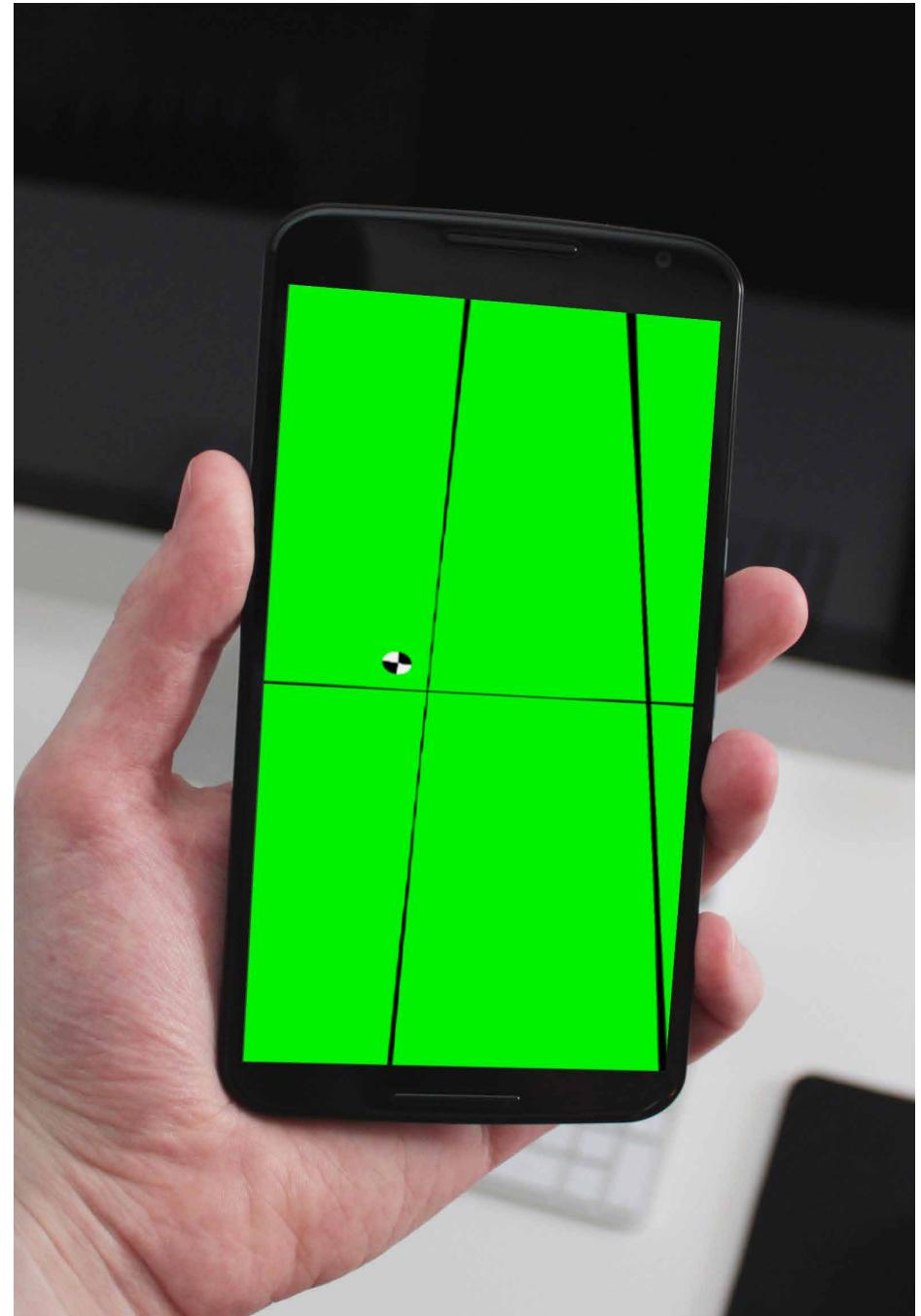
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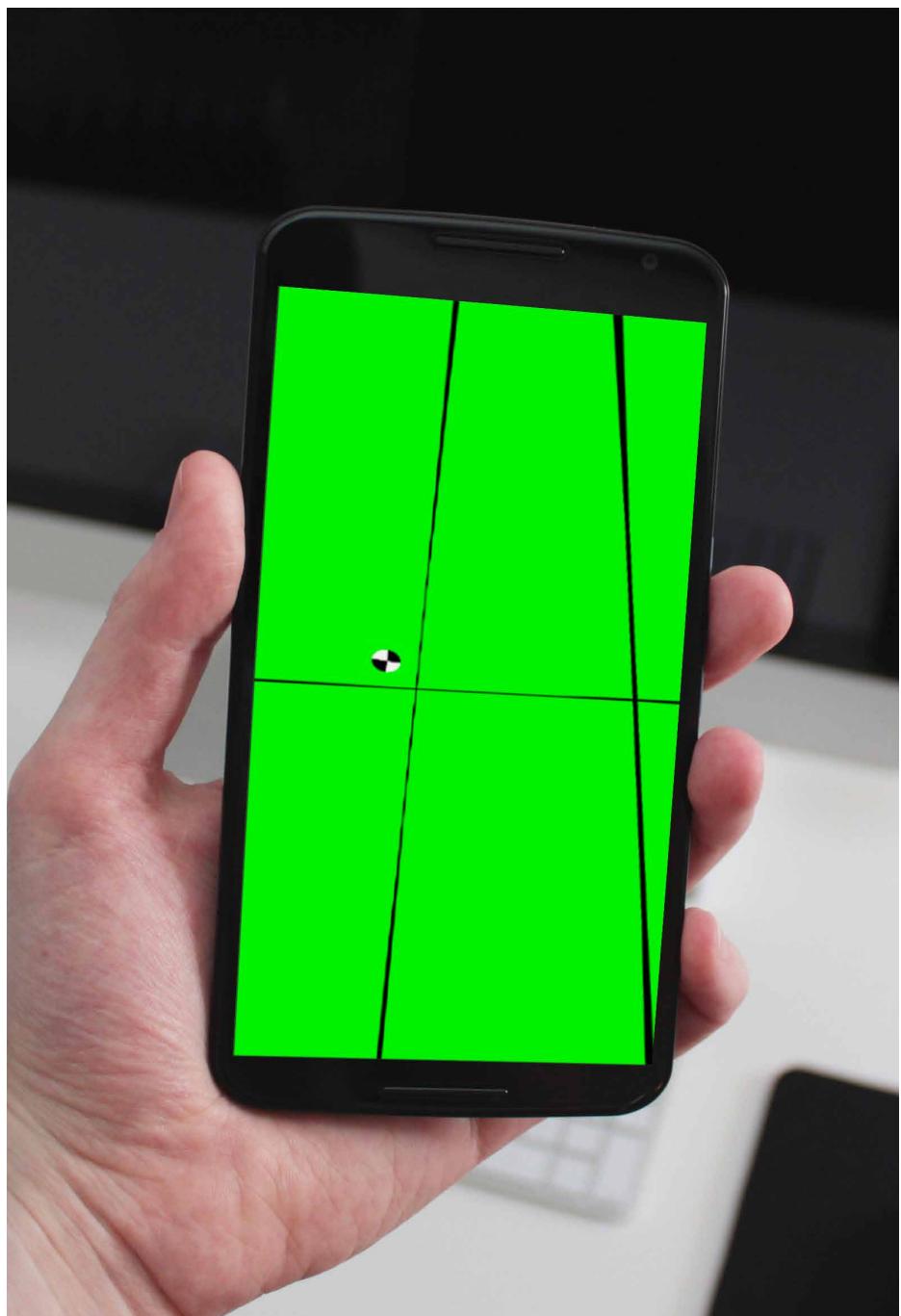




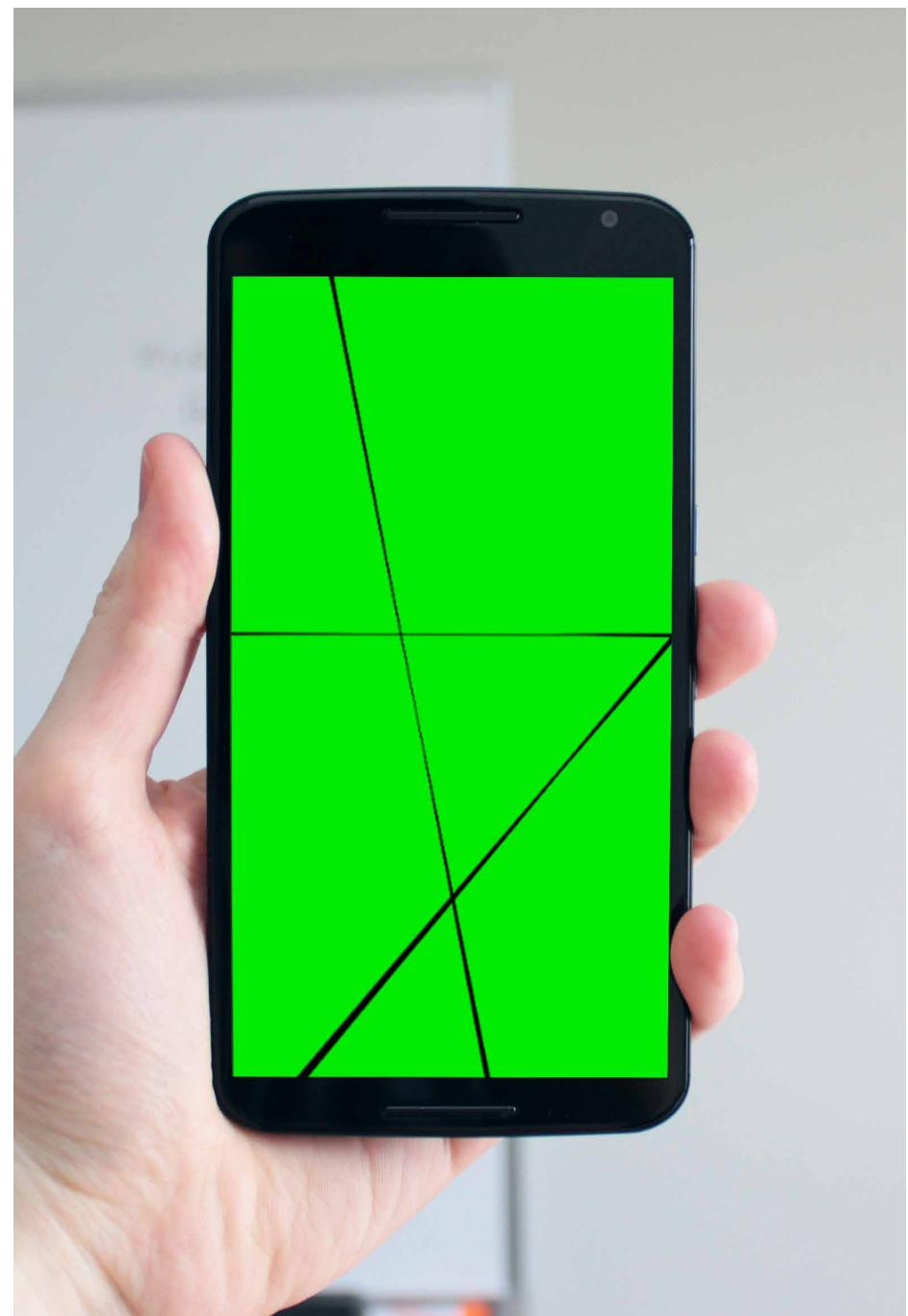
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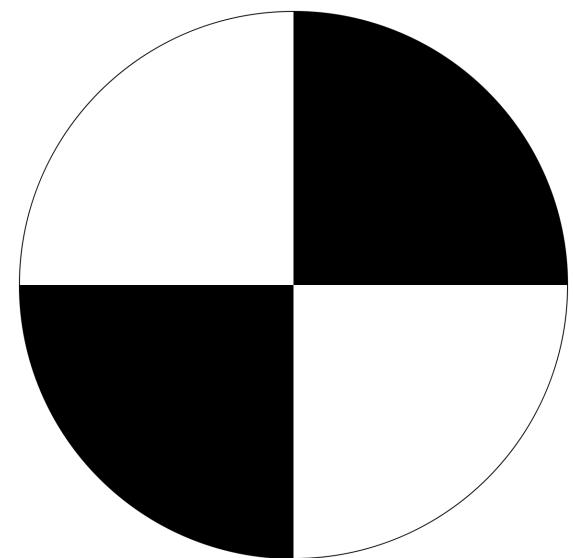


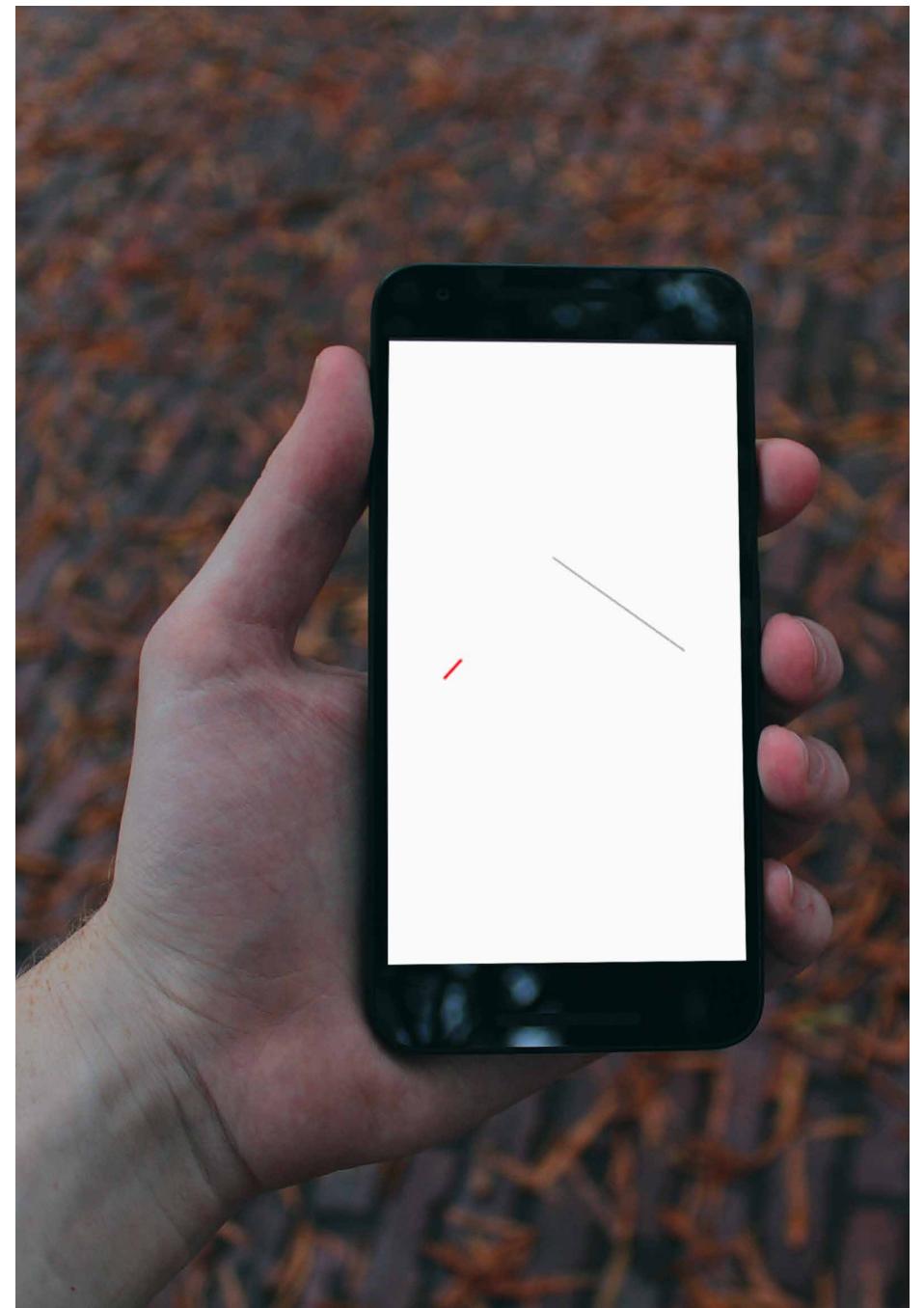
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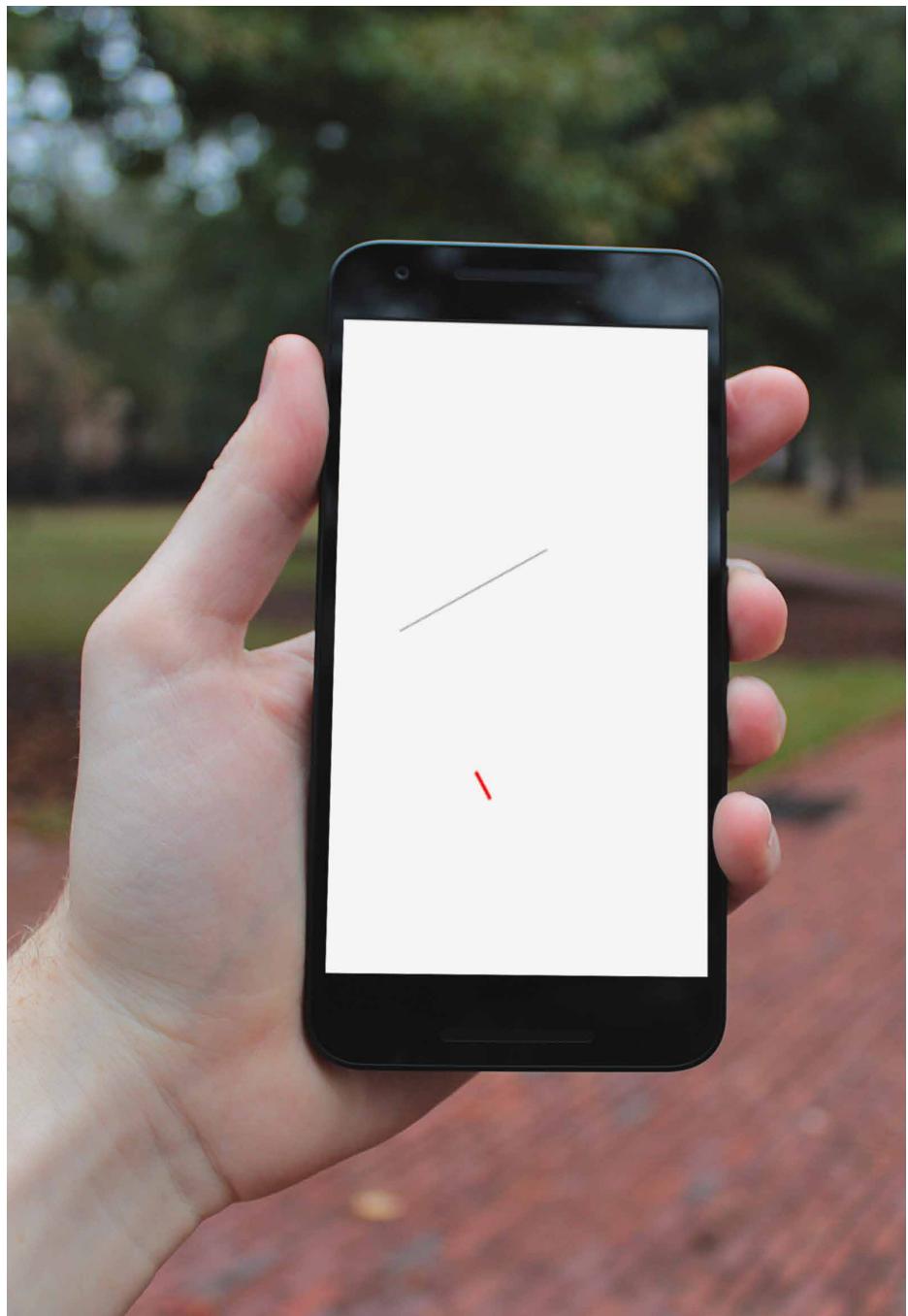


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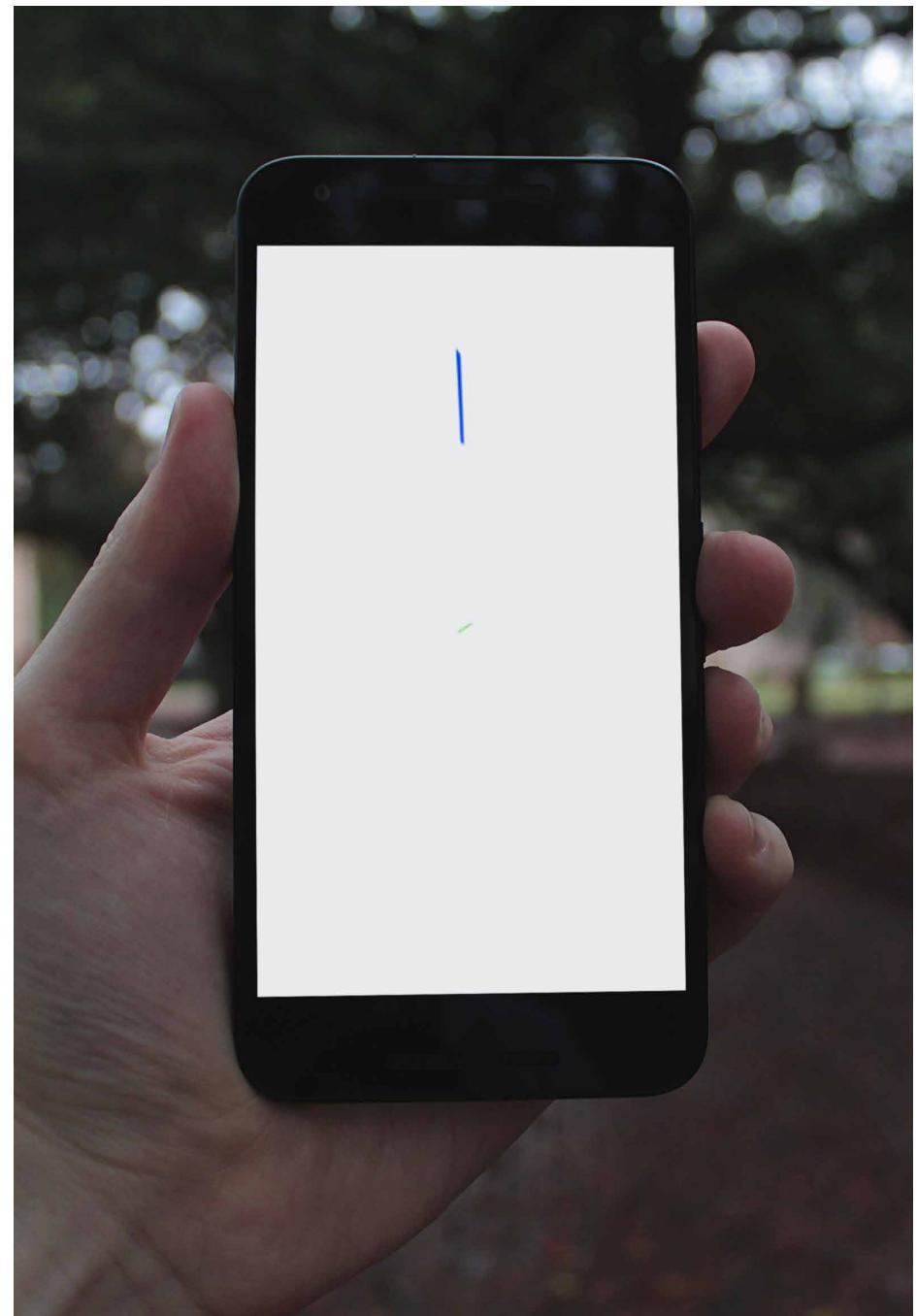
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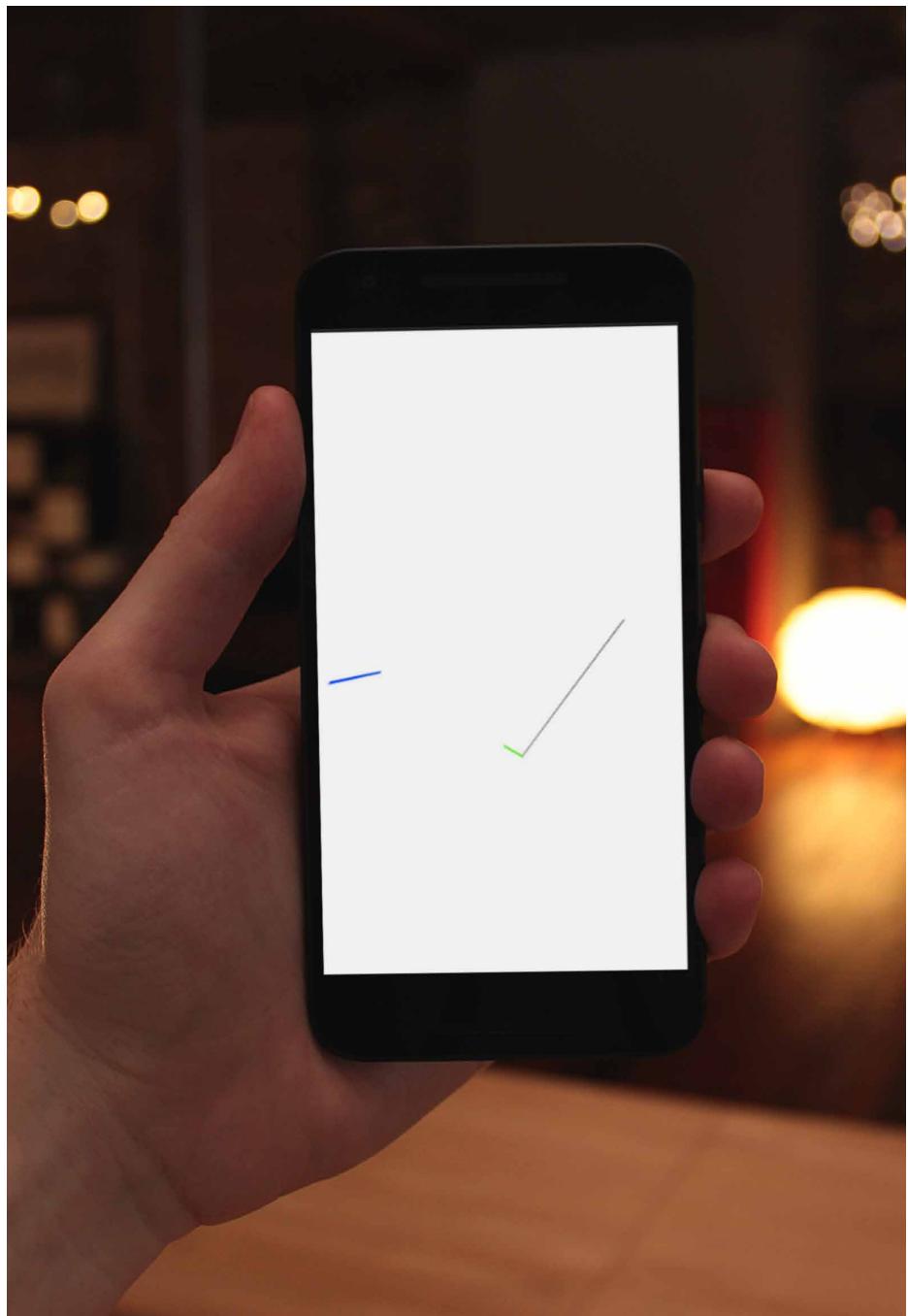




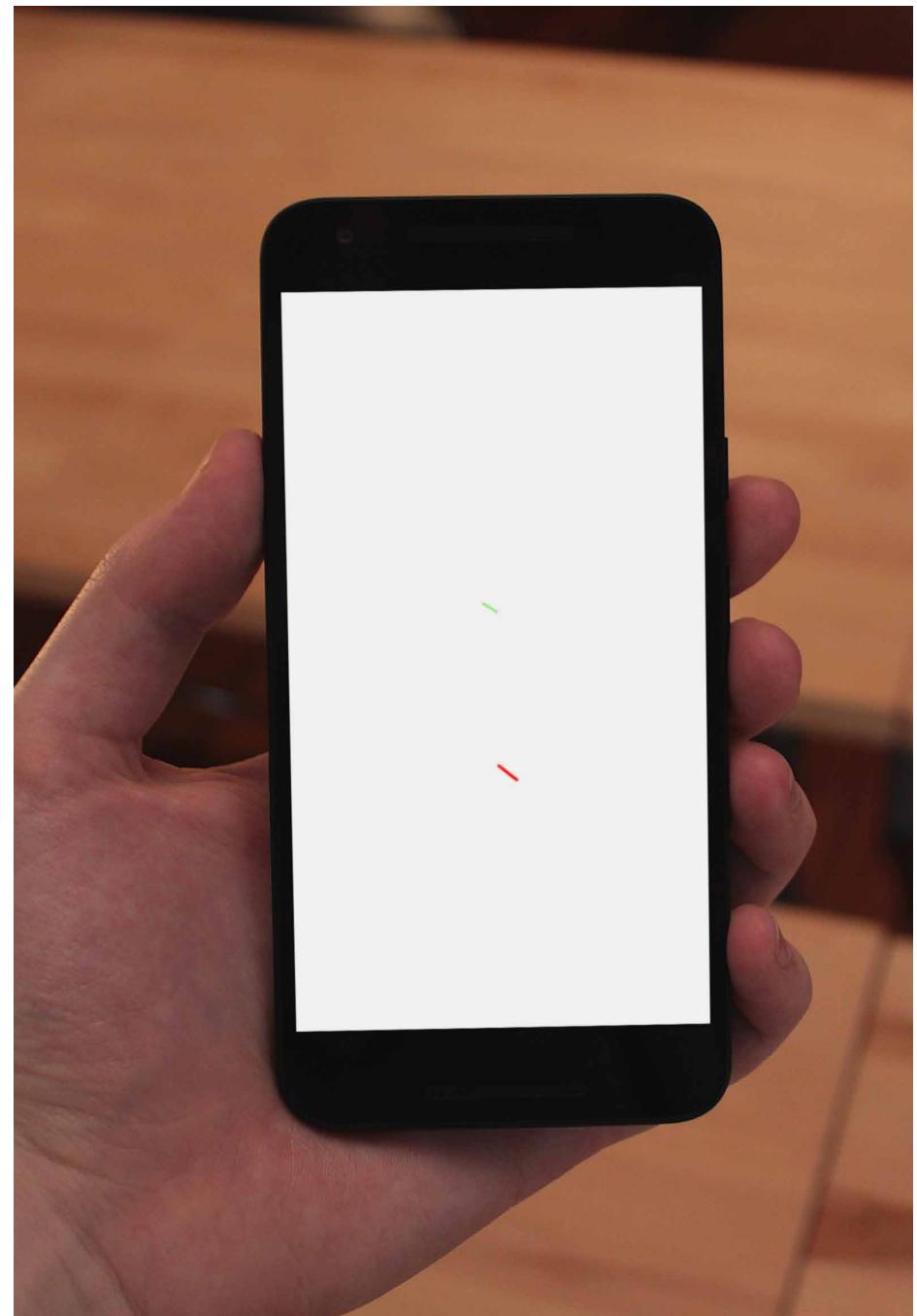
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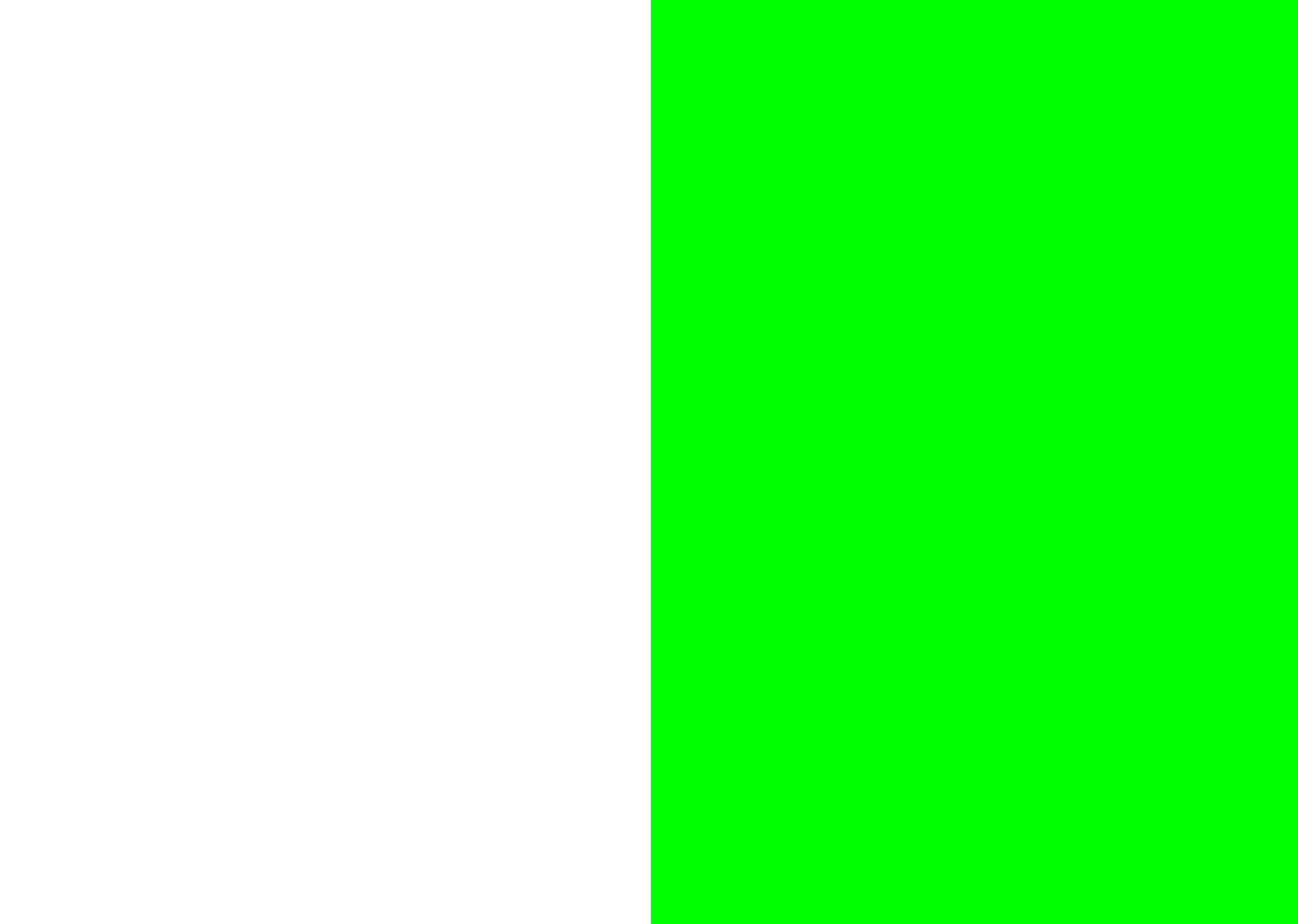
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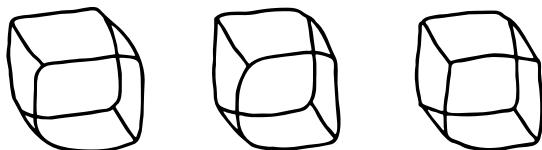




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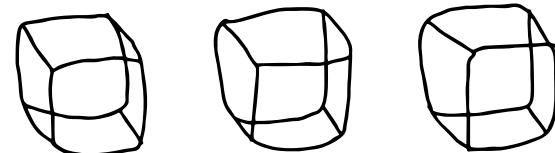
Green Cube Gallery is a nomadic online/offline exhibition space run by Guido Segni and Matías Ezequiel Reyes. It aims to flow in and out the digital screen in order to stress the limits and the relationship between virtual and real.

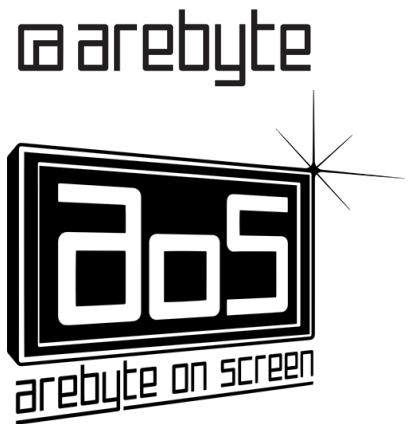
In the end art is not a collection of objects, it is a collection of events and states. Like states of matter, URL and IRL aren't opposite but just two distinct forms in which matter can exist under different conditions.



Green Cube Gallery è uno spazio espositivo nomade online/offline diretto da Guido Segni e Matías Ezequiel Reyes. Il progetto mira a fluire dentro e fuori lo schermo digitale in modo da mettere in discussione i limiti e il rapporto tra virtuale e reale.

L'arte non è una collezione di oggetti, è una raccolta di eventi e stati. Come gli stati della materia, URL e IRL non sono opposti ma solo due forme distinte in cui la materia può esistere in condizioni diverse.

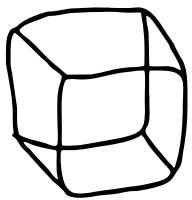




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arebyte Gallery in the context of arebyte on screen.

*DRAMATICA è stato realizzato con il supporto di
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