

Ways of perceiving

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My exhibit titled 'The time in a non-place' features 5 pieces of work by 4 different artists. Focussing on Marc Augé's theory on non-places. I intend to hold my exhibit in St David's mall in Cardiff. It would be placed on the upper level in the middle of the building and in the middle of the corridor. Exploring the themes of non-places and time, I think the shopping centre is a great place to support my exhibit. People are running around, shopping till they drop not having a care and not knowing how long they have been there or what the outside even looks like anymore. When taking a moment from shopping and sitting down there is a moment where you realise you are in this place where everyone is oblivious to everyone and you are just following a crowd. We are so used to these surroundings and never really consider how we look. There are so many people you pass and do not speak to; you just brush them off.

I intend to build a circular structure with the diameter of 10 metres. It will have two half walls and both walls have a door in the middle. There will be a roof as this darkens the area, the floor will be a clock where exhibits will be sitting on. The walls will be black so it is dark and mysterious and will also look abandoned. Also, all the artworks will be lit up with a light to highlight the pieces and to showcase my ideas. I have chosen relevant artworks to support my theme and the theory.

Auñe comments on the individuals in non-place:

"Neither the untrue located in time and space, nor the individual in which it is embodied, defines a base level of identity above which any otherness would be come unthinkable" (Auñe, 1992)

I hope because of placement it would break their normality as they must walk through it and hopefully change their outlook.



Fig 1

On the left side on the wall on the right side of the door is going to be "Persistence of memory" by Salvador Dalí. I chose this piece because to me the area chosen for the clocks is a non-place. It is very random and open and really makes the clocks stand out. It relates to both my themes and I like Dalí's reasoning for it.

'...nothing more than the soft, extravagant, solitary, paranoiac-critical Camembert cheese of space and time...Hard or soft, what difference does it make! As long as they tell the time accurately'
(Persistence of Memory by Salvador Dalí, n.d.)

I feel like when you are shopping in a mall time is warped and you can not tell the time. This represents to me the time being warped and dying away. Also, the clocks are like us, when go to these places and spend so much of our precious time shopping or just being oblivious our bodies get this shock when one minute it was early and sunny and now it's late and dark, so it is like our body being warped and burned out by all this and just dropping away. I want people to take in my message on this piece and realise that time does not last forever and should not be wasted. Make your time in non-places the best you can and communicate with people and start to realise that it makes life better and this non-place a lot brighter.



Fig 2

In the centre of my exhibition will be a red telephone box made by Sir Giles Gilbert Scott. I have chosen this as it is something people used to use all the time and not only are they placed in non-places, but it can be a non-place itself. These iconic boxes hold so much more than people think. They used to be used all the time and were apart of normality but these days they are run down and abandoned. We should make them popular again or make something out of them to keep them iconic and trendy. The box is going to be lit up from the inside and it will be the centre piece for my exhibition. It will sit right in the centre and hopefully draw people into it. I honestly think that this piece helps to express that so much time is spent in these talking to loved ones, but when abandoned and just there for shelter, these are little non-places as they are just not in use anymore. I also like the idea that this is centre of attention but also makes people wonder why we have it and if they have noticed the theme and this is then a talking point for people.



Fig 3

My third exhibition I chose was "Perfect lovers" by Felix Gonzalez-Torres. I chose this piece as it shows and tells the story of time and how it is so precious to us. I not only want to highlight non-places, but time wasted. As I loved this piece, I incorporated it into the flooring as well and there will also be this slight wind and ticking noise in the background of the room. I feel that this piece is showing us that we need to stop wasting time and use it wisely. This is perfect for my exhibition and this and fig one work together. I will place this piece on the left wall on the left side of the door. Both these pieces work so well together, and I hope to have an impact on people and get them thinking and or realise how important time is. When researching about this I really liked Felix's comment:

‘Don’t be afraid of the clocks, they are our time, the time has been so generous to us...We conquered fate by meeting at a certain time in a certain space...we are synchronised, now forever’.
(The meaning of Felix Gonzalez-Torres’ Clocks / Perfect Lovers – Public Delivery, n.d.)



Fig 4 and fig 5

For my fourth and fifth pieces I chose “Waiting room 2” and “Structure-stairs” by Marek Jarotta who has a lot of work dedicated to non-places. When I saw these, I thought that they were perfect. Both have this airy monochrome feel to them which make them questionable and really showcases the atmosphere of these places with or without people in. They depict a waiting room for an airport and a staircase, both of which you are oblivious to others and are distracted by yourself. When waiting for an aeroplane you just sit around waiting, sitting on your phone just waiting to get from a to b. There are people around you and you are completely ignoring them. When people see this piece, I want it to give this dark feeling which gets them thinking about my message but also about their own actions. I feel that these are both perfect for my themes and theory and I also feel they will look really good together on the wall. These will be placed on the right wall either side of the doors. Both of these will be lit up on a dark background to stand out.

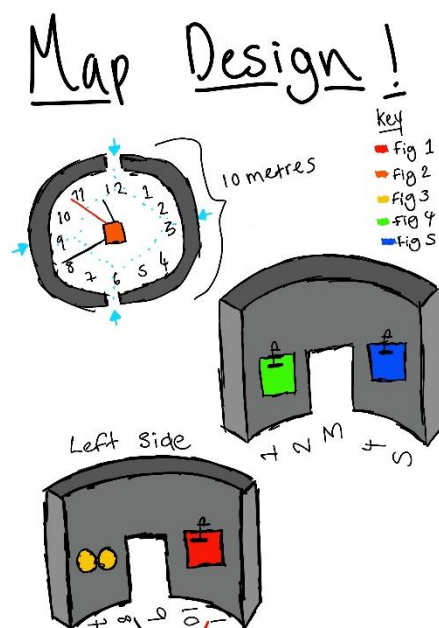


Fig 6

As depicted above, my exhibition space is easy to access and has this flowing feel about it. Having 4 entrances allows it to be open and with bright lights inside it should draw people in. The space has a glow in the dark clock floor which is also a mimic of “perfect lovers” as I wanted to add to the theme, and I feel it is another way to make people think about time and makes them take those thoughts away with them. I feel the place adds to my non-place idea and is perfect for the spot. As explained above I have added speakers to highlight the airiness of a non-place building and a clock ticking. I feel this will add to the dramatic exhibition and really help point out my message. I have placed my art pieces either side of the doors as someone could walk in and not notice two pieces by them, notice the phone box and walk around it. See the other things on the wall and realise there is more. I did it like this as it gets people walking around and really taking it what is around them and keep my exhibition free flowing.



Fig 7

As shown in fig 7, my exhibition will be placed in the centre of the corridor on the upper level in Cardiff's St David's mall. From the diagram you can see that it has 4 entrances which flow through and is placed in a main corridor, so I hope this attracts people and gets them away from their shopping. I feel the placement was perfect as busy people will be running around and whatever way they go they will bump into it. I made sure it was big and bold and I made it dark as it will stand out like a sore thumb and people cannot help but be nosey. I like the idea that it is something new which regulars will see and hopefully put on social media. This hopefully will then attract more and more people to my exhibition.

Bibliography

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Figures

Fig 1

The Museum of Modern Art. n.d. *Salvador Dalí. The Persistence of Memory. 1931 | MoMA*. [online] Available at: <<https://www.moma.org/collection/works/79018>> [Accessed 29 April 2021].

Fig 2

Crown, K. and Limited, X., n.d. K6 Red Telephone Box (Scottish Crown) for Sale. [online] X2connect.com. Available at: <<https://www.x2connect.com/Shop/K6/Kiosks/K6%20Red%20Telephone%20Box%20-%20Scottish%20Crown>> [Accessed 28 April 2021].

Fig 3

The Museum of Modern Art. n.d. Felix Gonzalez-Torres. "Untitled" (Perfect Lovers). 1991 | MoMA. [online] Available at: <<https://www.moma.org/collection/works/81074>> [Accessed 28 April 2021].

Fig 4

Saatchi Art. n.d. Waiting room 2 Drawing. [online] Available at: <<https://www.saatchiart.com/art/Drawing-Waiting-room-2/78765/1537699/view>> [Accessed 28 April 2021].

Fig 5

Saatchi Art. n.d. Structure- Stairs Painting. [online] Available at: <<https://www.saatchiart.com/art/Painting-Structure-Stairs/78765/2754055/view>> [Accessed 28 April 2021].

Fig 6

Higham, J. (2021) Map design [Digital image]

Fig 7

Higham, J. (2021) Exhibition map [Digital image]