



Elke Reinhuber:

EVERYTHING COULD BE SO MUCH BETTER!

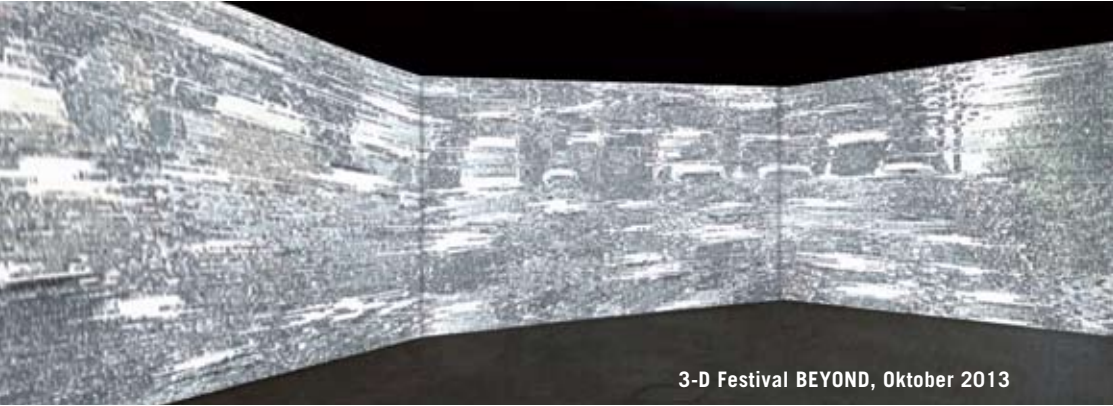
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3-D Festival BEYOND, Oktober 2013

ZKM PanoramaLab, Juli 2013



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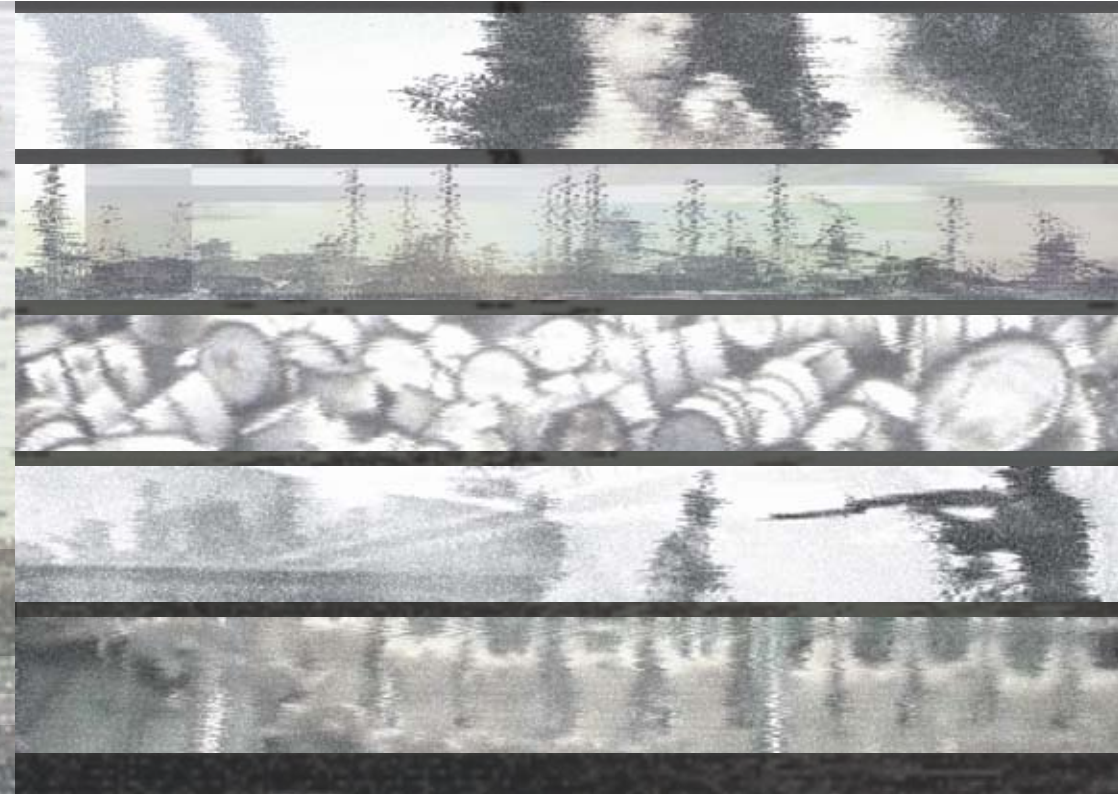
Immersive Video-Installation, Loop, 3 min (2013)

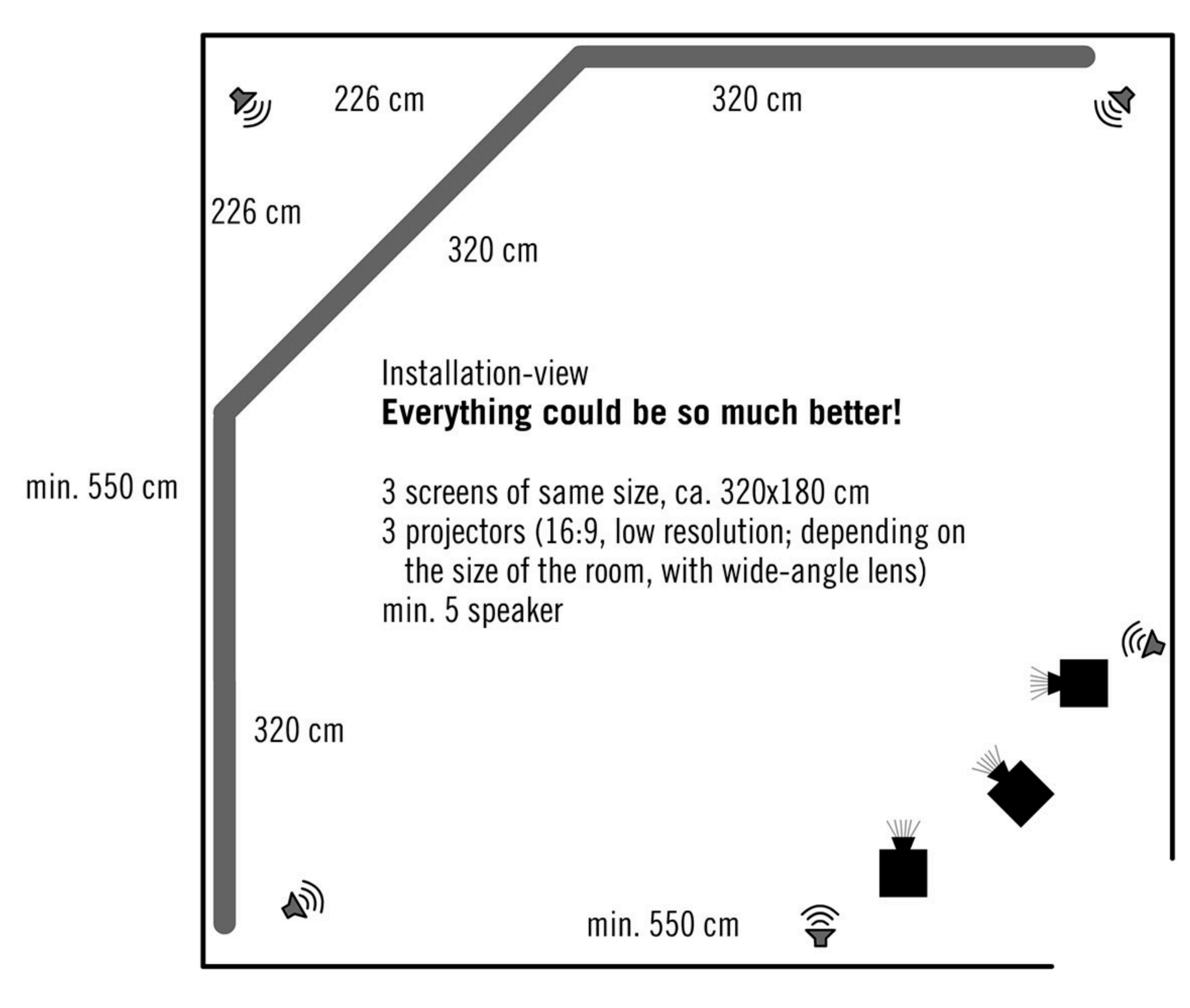
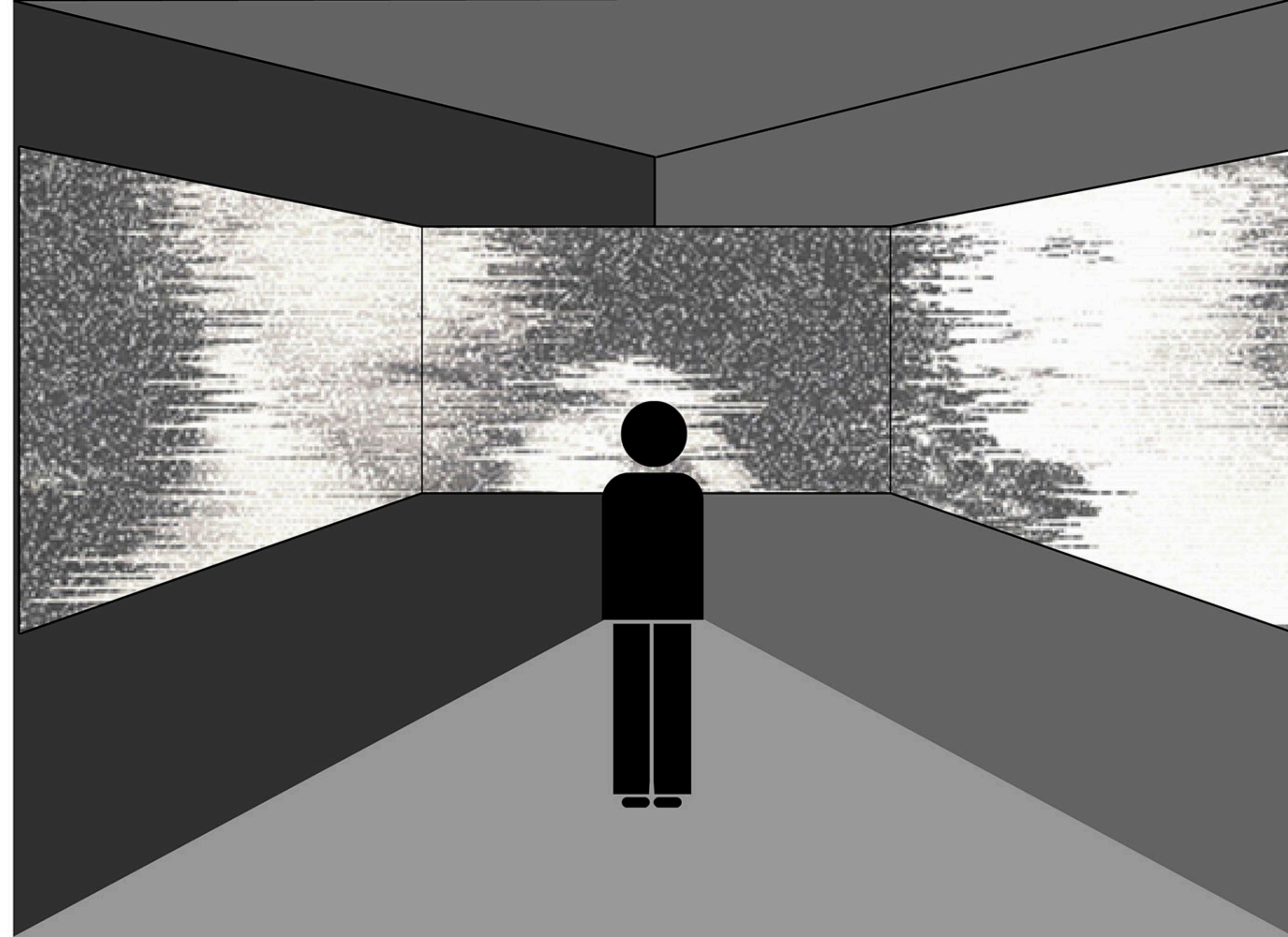
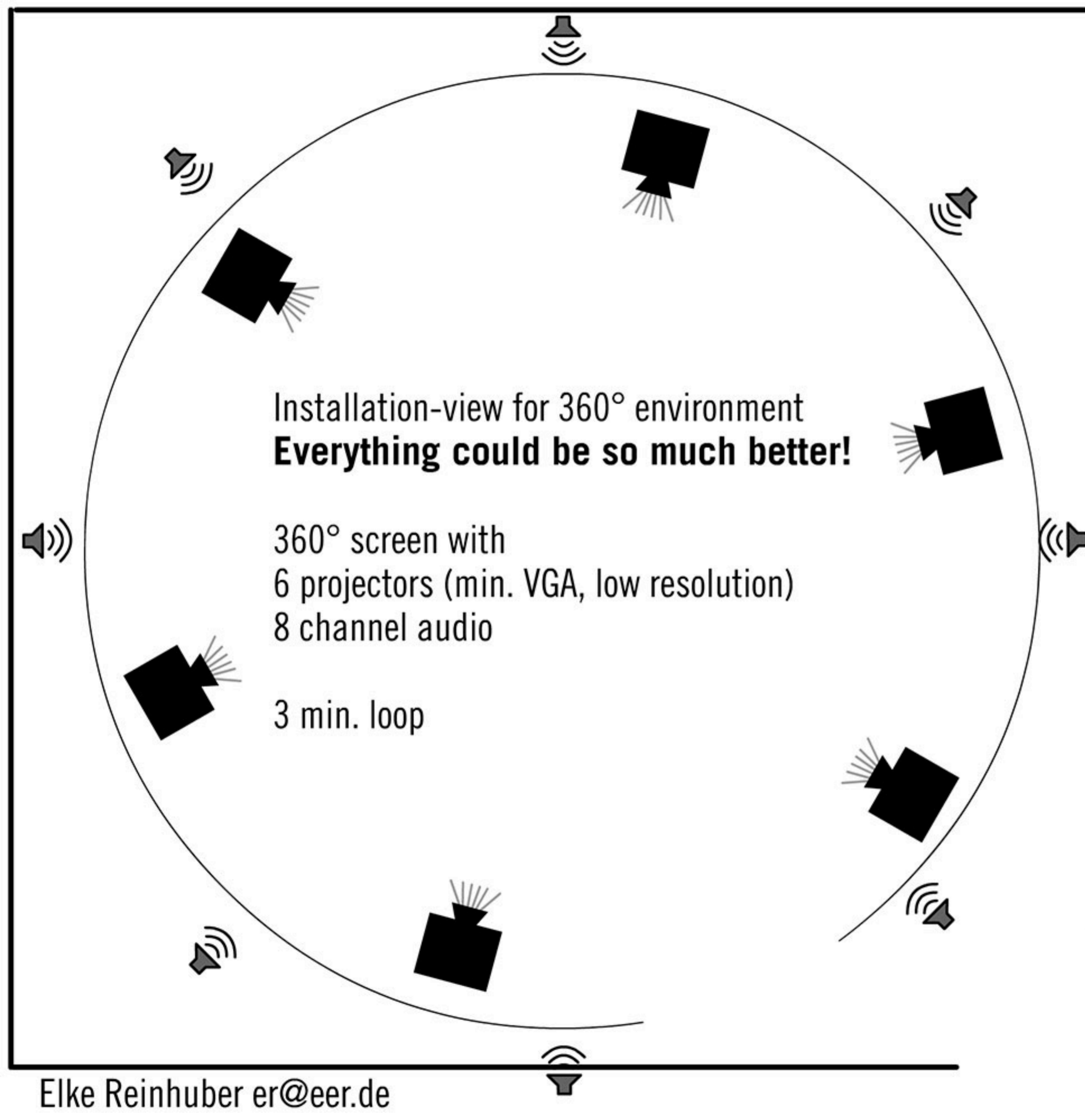
5.0 Audio: Sebastian Pelz & Elke Reinhuber

Wenn die Menschen die Rettung der Erde immer auf morgen verschieben, werden sich eines Tages nur noch die Roboter fragen, wann es endlich soweit ist... Mit dieser Arbeit erschafft Elke Reinhuber eine Welt, in der nur noch Roboter existieren. Sie wiederholen pausenlos jene Phrasen, die sie aufgenommen haben, während sich die Menschen darüber Gedanken machten, wie unser Planet einmal gerettet werden könnte.

With this work Elke Reinhuber is imagining a world in which only robots are extant. They are continuously repeating the phrases, which they learned while humans were only wondering how our planet could be saved.

Video & Information: www.eer.de





With this work Elke Reinhuber and Sebastian Pelz are imagining a world in which only some robots survived. They are continuously repeating the phrases which they learned while humans were only wondering how our planet could be saved.

Description:

Today's mass media, be it broadcasters or news-outlets on the web, executed the so-called pictorial turn exigently, letting reflection become a lost cause in the pursuit. The never-ending flux of snaps and spots on contemporary screens generate an atmosphere of indifference and apathy, where only the level of blood and gore can attract an instant of attentiveness or even compassion. Superimposed on this stream of reality's brutal representations are those obfuscating photos or films of cute cats and delightful dishes, pretty pets and sunny sights. The consequences of this grab-all, show-all mentality results nowadays in an attention-span of not more than approximately six seconds (~~exactly the the length of one Vine~~), so that the viewer could not remember a single frame from the superfluity of images, even if he would wish so.

The immersive installation »Everything Could Be So Much Better!« lures the viewer to an era of the post-Anthropocene, in which humanity has long been extinct. All that remains are robots sitting in front of the last broken media walls and repeating the same phrases like a sermon which they recorded when mankind pondered upon actions to carry out in order to save our earth.

There are pictures to perceive as we know them from mass media: cruel, violent, depressing images; images with which we as the peripheral spectator have long come to terms.

The beautified colourful image with little depth of field and impressive details, as we know it today from most video installations, has been deliberately destroyed. The flickering and shimmering video signals are disturbed for the captivating aesthetic content. The scope between cognition and presentiments of the pictures shown evoke in the spectator own experiences, fears and desires.

The audio component penetrates even deeper. The synthetic voices like those of androids appear almost hypnotic, lulling the viewer with their repetitive phrases. The canon of good intentions penetrates the subconscious in its entirety, even though the individual proclamations can only be understood when being near to one of the speakers.