



Society of consumption – is it a black hole of our desires, our needs, our choices?

I AM ORGANIC is a representation and a statement about the omnipresent manipulation and distortion of meaning that has a social impact on an individual that inevitably leads to isolation and social injustice.

Does the ORGANIC concept deform this simple, elementary and common to everybody gesture of “nourishing oneself” turning it into an ideology inaccessible to many?

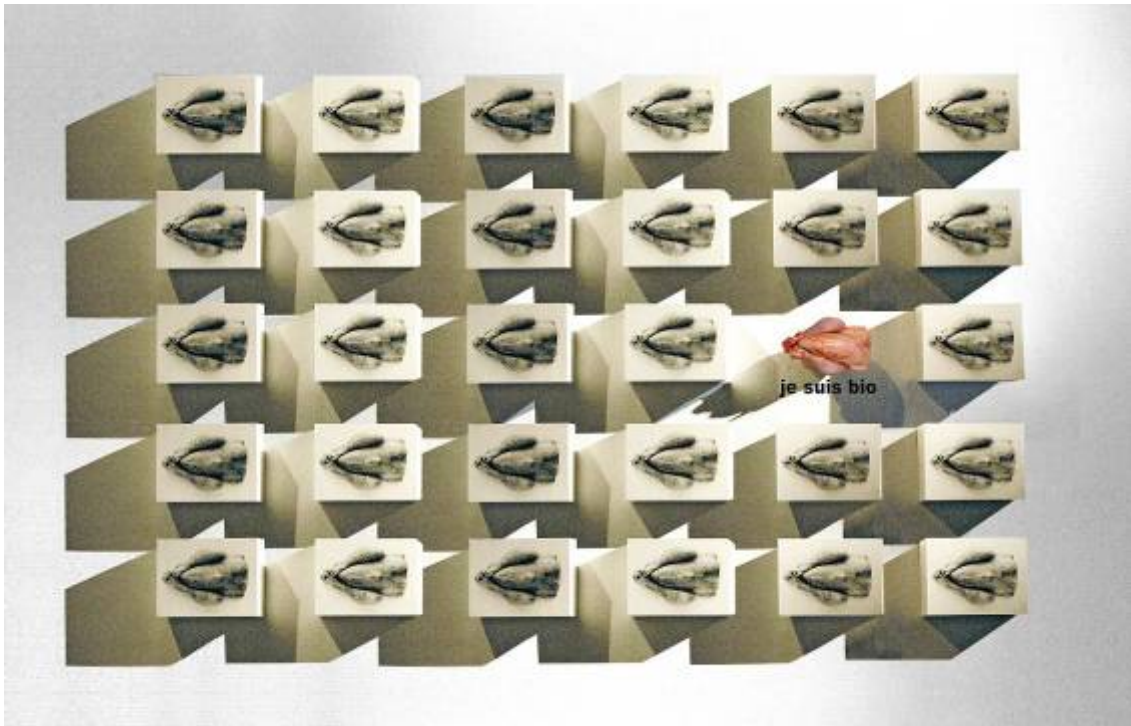
I am ORGANIC – I am HEALTHY, conscious, better... not like others!

Paradoxically it is the ability to buy that determines this “choice”. I am rich – I am ORGANIC. There lies the discreet charm of nature.

In the installation the “animal subject” offers itself and is to seduce with the idea of an equal world. However it always represents manipulation and mercantile disembodiment of a biological bond.

And us?

We are obliged to find a way to get around and not to drown in this ocean of choice and arousing questions.



photographic installation « I am organic »

Composition

- 29 gelatin silver prints placed on rectangular boxes of 24x30.5x10 cm
- 1 organic chicken, decapitated and tied up (1.250 kg – approximately 14x23 cm)
- title of the installation printed in black letters

Placement

- 29 boxes of 24x30, 5x10 cm fixed at regular intervals (spaced at 10cm at height and width) on a white wall (cf. illustration above)
- in the third row, fifth column an organic chicken is placed frontally, replacing one of the boxes
- the phrase “je suis bio” – “I am organic” is painted in black letters directly on the wall, beneath the chicken

ECO SPACE

Show Room

- 100 white T-shirts and tops with the logo “je suis bio” (sizes S, M, L)
- 50 stickers “je suis bio”, 5x5 cm
- advertisement documentation, leaflets, propaganda

Construction pieces – installation

Box Rectangular object of 24x30.5x10 cm, painted gloss white. On the front surface there is a gelatin silver print (also executed in glossy finishing) representing an organic chicken.



Organic Chicken A product “ready-to-eat”, a decapitated and tied up organic chicken (1.250 kg – approximately 14x23 cm).



Writing Black letters painted directly on the wall, the phrase “je suis bio” placed centrally beneath the chicken.

je suis bio