

JOYES media.art.exhibition

www.machfeld.net/joyes

by MACHFELD (aka Michael Mastrototaro & Sabine Maier)
MAX MSP – Programming: Oliver Stotz

Artist in Residence: Marcus Neustetter & Stephan Hobbs, Johannesburg / ZA

Exhibition at the:

medien.kunstlabor im Kunsthaus Graz
Lendkai 1, A-8020 Graz / Austria

Opening: 06.12.2007, 7 pm

Duration: 07.12.2007 – 13.01.2007

Project Description:

Is it necessary to have knowledge about "the foreigner" in a cross continental communication process? Where does a transdisciplinary language intersect? What does it overleapt? MACHFELD dedicated itself to these questions during their artist in residency in Cape Town (X-Cape Biennale) and Johannesburg (ZA).

Formats of this artistic reflection are different art-works all related to the main topic communication.

Although there have been multiple definitions of culture, the definition by Hofstede is regarded as a fundamental. Hofstede defined culture as, "the collective programming of the mind which distinguishes the members of one human group from another. Including the definition of Hofstede, there is a general notion that culture is based on shared values. As for the compositions of culture, Parsons and Shils present that culture consists of a set of values, norms, and symbols that guide individual behavior. Geertz presents that the culture is composed of three layers: assumptions about existence, values and norms, and explicit products and artifacts.

Referring to this topic MACHFELD developed several art-projects:

THE LENOX



“The Lenox”, is a colonial building established 1906, in former times an outstanding hotel – now a sleazy, not very frequently booked B&B. It seems, that the time is standing still even the clocks are out of function. The owner a former German inhabitant and an old apartheid proponent, forbids any communication between the employees. They have to speak under breath among each other. Of this fact, the house communicates itself.

MACHFELD has recorded the soul and thoughts of the house.

HAND SIGNALS



Palm of the right Hand outward ZONE 6

Hand signals are an elaborate system in Johannesburg used by passengers to hail buses travelling to different roots around the city. Holding up a certain number of fingers, pointing at the sky with 2 fingers, shaking a fist at the ground, etc. No matter witch language you talking, you get around in Joburg if you know how to use your fingers. A special communication form witch doesn't exist in the western hemisphere anymore.

HILLBROW



Hillbrow is a photo serial about the foreigner district in Johannesburg. In times of the apartheid it was the “only with” centre for rich people of the city. After the fall of the apartheid a lot of foreigners moved into this part and squatted the abandoned houses. Now most of the citizens of Hillbrow are coming from neighbour states as Zimbabwe, Mozambique or Botswana. This photo serial deals with barriers of communication, space, territory and degrees.