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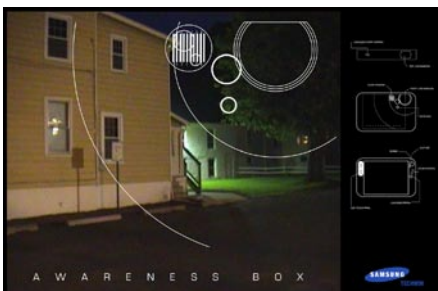
PROJECT ROOM

ALAIN BUBLEX

«NOCTURNE»

16 MAY - 20 JUNE 2008

OPENING ON THURSDAY 15 MAY 2008

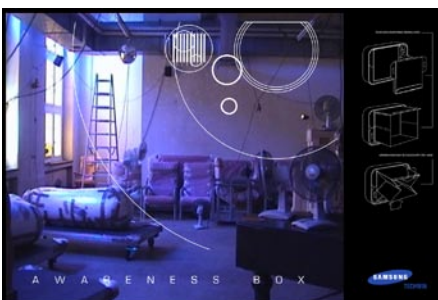


“For me, photography is more the act of taking pictures than being a medium for providing a photographic image. The photographic image is almost a residual consequence of photography. The motif is chimeric. The act of taking pictures becomes the legitimate aim of the work.” (Alain Bublex)

While working on a project with still cameras, Alain Bublex realised that instead of drawing objects, he was focusing on their use. This reflection led to a diagram (The Camera as Projected, 1998) describing a camera that does not record images. An object which seems absurd but that could however resonate with one of the main features of the artist’s practice of photography: «a camera to see the world, a paradoxical object which can capture an image of the photograph’s location on a screen without being able to record it”.

In 2002, on the occasion of the exhibition “Less Ordinary”, Alain Bublex attempted to follow this thought with one of the industry’s largest manufacturing group Samsung Techwin, in coproduction with Seoul’s Artsonje Center. He made the blueprint of this machine “to heighten our awareness of the world” and produced a mock-up. His idea was not to possibly market the product but rather to involve a manufacturer in the study of an object with no apparent use.

Dreaming of «a company that would at last be able to make a meaningful object which does not provide a service», Alain Bublex uses show room codes by presenting the Awareness Box with a high-tech pedestal and light-boxes. Yet as is his wont, he gives pride of place to a more poetic than strictly commercial mode of representation by bathing the Project Room in semi-darkness and melancholy.



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