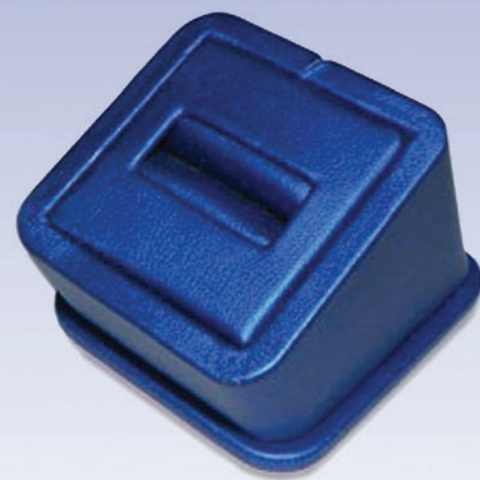


AMBIANTA



LA CASA MAGNÉTICA

THE ATMOSPHERE IN THE ROOM WAS ODD.

THERE WAS A TABLE STANDING IN THE MIDDLE OF THE ROOM AND TWO CHAIRS PLACED AGAINST THE WALL. THEY WERE FIXED TO THE GROUND. THE FIREPLACE WAS A PRETENSE; THERE WAS NO HOLE IN IT. THE PRETENSE DIDN'T GO SO FAR THOUGH AS TO MAKE IT LOOK SOOT-DIRTY OR USED. EACH OBJECT IN THE ROOM WAS HIGHLIGHTED WITH STRIPS OF FLORESCENT TAPE, LIKE DIAGRAMS.

IT WAS AUSTERE, LIKE ILLUSTRATIONS USED FOR DEFINITIONS IN BOOKS FOR CHILDREN. IT OCCURRED TO ME THEN THAT THE OBJECTS IN THE ROOM, EVEN THE ROOM ITSELF, WERE *GENERIC*.

THE LARGE MIRRORS ON THE WALLS REFLECTED MY DISCONCERTED SELF. THE OBJECTS IN THE ROOM WERE WORN DOWN. MANY PEOPLE LIKE ME HAD BEEN HERE. BUT THIS WASN'T A CONVENTIONAL WEARING-DOWN. IF A FIREPLACE WASN'T PUT THERE TO CONTAIN A FIRE, OR AS A CONVINCING STAGE-SET, WHAT FUNCTION COULD IT POSSIBLY PROVIDE?

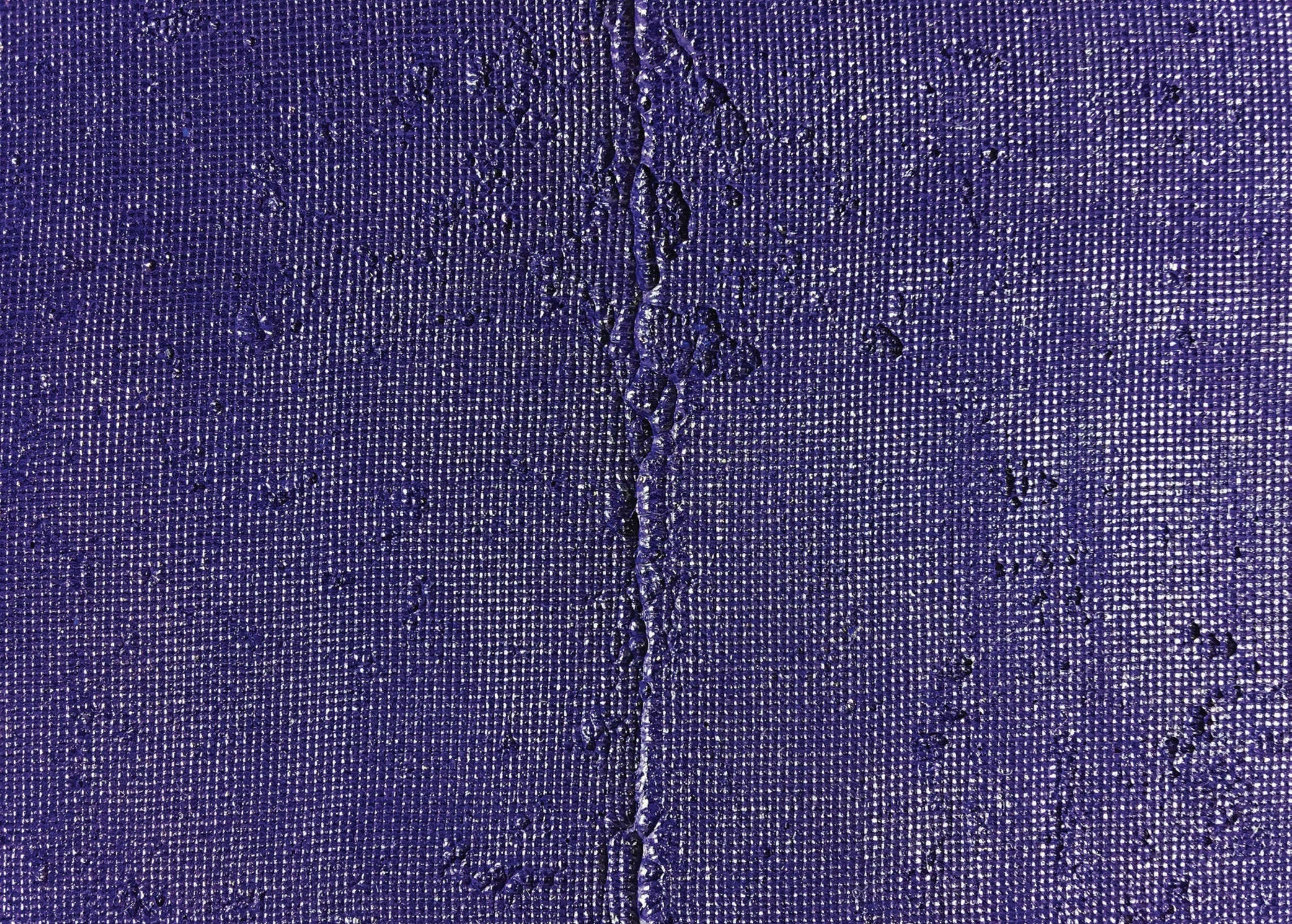
THE OBJECTS IN THIS ROOM WERE LIKE SYMBOLS. THEY WEREN'T THERE TO BE *USED*. THEY WERE THERE JUST FOR THE ROOM TO APPEAR 'NORMAL'.

SITTING ON A CHAIR WASN'T THE POINT OF THIS PLACE, SITTING ON IT BECAME 'BESIDE THE POINT'. I, HOWEVER, DID SIT, AND IT FELT WRONG AND RIGHT AT THE SAME TIME.

THERE WAS A GAP OF COMPREHENSION IN THE FUNCTION OF THOSE OBJECTS. I FELT DISPLACED BECAUSE MY EXPECTATIONS OF THESE EVERYDAY OBJECTS WERE CONFOUNDED.









FUNCTION AND USE IN 6 STEPS

1. **STRAIGHTFORWARD STEPS**; THEY DO WHAT THEY WERE INTENDED FOR; FORM FOLLOWS NEED AND FUNCTION, USE IS CONSEQUENT WITH ALL THIS.

2. **STEPS GOING NOWHERE**; LIKE BEFORE, BUT NOT CLEAR WHAT THEY WERE INTENDED FOR.

3. **DEFUNCT STEPS**; LIKE THE FIRST ONE BUT NOT USED ANY MORE.

4. **HISTORICAL STEPS**; ORIGINAL FUNCTION AND USE NOT ALLOWED; THEIR NEW USE IS AS A RELIC.

5. **FILM-SET STEPS**; THEY ARE AN IMITATION, A LIE; THEIR FUNCTION AND USE IS ABOUT LOOKING AS MUCH LIKE (OLD) PROPER STEPS AS POSSIBLE.

6. **ART STEPS**; A SIMULACRUM OF EXAMPLE NO. 1; ONE OF THEIR USES AND FUNCTIONS IS AS A PROP TO HOLD THE FIGURE IN THAT POSTURE. ANOTHER IS BEING PART OF THE ARTWORK WHOSE USE AND FUNCTION AS ARTWORK IS VERY HARD TO DEFINE (WHAT IS ART FOR!?). BUT FINALLY THIS IS A MAQUETTE FOR A HENRY MOORE SCULPTURE SO IT IS NOT SUPPOSED TO BE THE 'REAL' ART PIECE, HOWEVER, IT'S BEEN EXHIBITED SO IT KIND OF IS AND THAT ADDS A LAST SHIFT IN THEIR FUNCTION.

OF COURSE, I HAVEN'T USED ALL OF THESE EXAMPLES IN THE ORIGINAL INTENDED WAY. THESE ARE IMAGES USED TO ILLUSTRATE AN IDEA, SO I AM SHIFTING THEIR FUNCTION AND USE ONCE MORE.



6-

ANA GENOVÉS
AMBIANTA

MAY 15 – JUNE 11, 2016

ANA GENOVÉS HAS MADE A SITE SPECIFIC
INSTALLATION IN A RESPONSE TO THE
ARCHITECTURE AND SOCIAL SITE THAT IS THE MOCA
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LIFE TRADITION* TOURING EXHIBITION WHICH RUNS
FROM MAY 7 – AUGUST 28 AT THE KONSTHALLEN
BOHUSLÄNS MUSEUM, SWEDEN. THIS PUBLICATION
(THAT ACCOMPANIES THE INSTALLATION) IS A STAND
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