

ALL THAT IS SOLID MELTS INTO AIR

by Loop

General Description

Interactive installation with blow
3d video animation

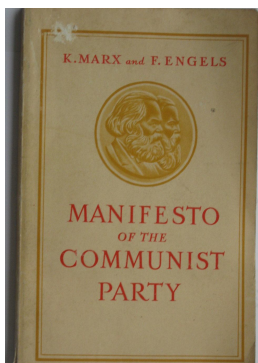
A video-projection shows the Damien Hirst's skull, reproduced in 3d, suspended in space. A metal spiral in front of the projection, where people are asked to blow. When they blow, the diamonds are detached from the skull and float away in the space.



The more you blow, the more the diamonds are blown away. Finally the pear-shaped pink diamond in the forehead blows away. The skull remains naked, until some more blows make it melt away into air.

References

For the Love of God is a sculpture by Damien Hirst produced in 2007: a platinum cast of an 18th century human skull encrusted with 8,601 flawless diamonds, including a pear-shaped pink diamond located in the forehead that is known as the Skull Star Diamond. Costing £14 million to produce, the work was placed on its inaugural display at the White Cube gallery in London with an asking price of £50 million. This would have been the highest price ever paid for a single work by a living artist. According to Art Knowledge News, a sale was being completed at the \$100 million asking price. (*Wikipedia*)



“All fixed, fast-frozen relations, with their train of ancient and venerable prejudices and opinions, are swept away, all new-formed ones become antiquated before they can ossify. All that is solid melts into air, all that is holy is profaned, and man is at last compelled to face with sober senses his real conditions of life, and his relations with his kind“

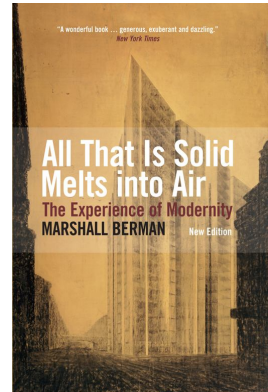
Karl Marx, Friedrich Engels, *Manifesto of the Communist Party* , 1848

“To be modern is to find ourselves in an environment that promises us adventure, power, joy, growth, transformation of ourselves and the world – and at the same time that threatens to destroy everything we have, everything we know, everything we are”.

Marshall Berman, *All that is solid melts into the air*, 1982

“Modern environments and experiences cut across all boundaries of geography and ethnicity, of class and nationality, of religion and ideology: in this sense, modernity can be said to unite all mankind. But it is a paradoxical unity, a unity of disunity: it pours us all into a maelstrom of perpetual disintegration and renewal, of struggle and contradiction, of ambiguity and anguish. To be modern is to be part of a universe in which, as Marx said, ‘all that is solid melts into air’”.

Marshall Berman, *All that is solid melts into the air*, 1982



Technical installation

A videoprojector and a pc.

Projection film

Speakers

Pressure sensor

Arduino (Open-source electronic prototyping platform allowing to create interactive electronic objects)

Box (aprox. 10X10x5 cm) with metal spiral on a stand

Mirrors for the installation, suited to the location (or a shop-window)

Contacts



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