

Sur place & À emporter / In & Take away

48-hour ephemeral installation (Wednesday March 5th - Friday March 7th)

Sébastien Hoëltzener - Nina Rendulic

University of Orléans, Ligerian Laboratory of Linguistics

Short description :

The Raised Faculty Building will host an ephemeral installation of posters, featuring ordinary utterances in French and English that will comment on, and dialogue with, the architectural landscape. Combining art and linguistics, poetry and politics, the installation questions the power of language to signpost reality in the age of automatic translation.

Longer description :

The Raised Faculty Building is both a place of study on the upper floors and a place of passage on the ground floor, walked through by its users and punctuated by pillars that uphold the whole structure and allow free movement. From this point of view, the pillars, which are in contact with the users, could easily be seen as display surfaces. We propose an ephemeral 48-hour installation, appearing and then disappearing without leaving a trace, where ordinary utterances commenting on the location itself and its various users dialogue with the architectural landscape. A series of posters will be applied on the pillars with extracts of sentences (in French and English, after approximative translation by AI), uttered/scattered across and within the site, providing their own commentary. Combining art and linguistics, poetry and politics, the installation questions the ability of language to sculpt space, and signpost reality in the age of automatic translation.

Our approach consists in making spontaneous oral speech visible in public spaces. The so-called « ordinary » speech, transposed to places where its inscription can astonish, evinces the links between language and the reality to which it refers. Our approach decontextualizes speech from its interactions in order to proceed to a new analysis where the plastic component prevails over the semantic one. Through this ephemeral visualization of the oral language, we seek to construct new modes of reception and interpretation of messages in public space, at the antipodes of voluntary degradations (tags) or explicitly political messages.

Material features of the project :

The idea is to append white posters featuring inscriptions of French words or words translated from French into English, in black (or possibly blue or pink), on some of the RFB's exterior pillars. The posters will also include photographic reproductions of the building itself, along with the translated sentences. The posters will be no larger than A0 format (33.1 x 46.8 in.), applied lengthwise to the pillars, which are 48 in. wide. The installation will be on display for a very short time, around 48 hours. The poster paper (blue back) will simply be applied using conventional wallpaper adhesive paste (or rice adhesive powder, which is even more environmentally friendly), which will then be peeled off without leaving any trace or alteration of any kind. The glue we use can be easily removed with a sponge and water. Once the ephemeral exhibition is over, the site will be returned to the state in which it was invested.

We have already benefited from the trust placed in us during a similar project at the *Centre international universitaire pour la recherche* (Hôtel Dupanloup), a listed 17th century building in Orléans (France).

There are 39 uncovered pillars outside the Raised Faculty Building; approximately 35 widths of these pillars will be occupied by posters, either on two sides or on one side. Some pillars will remain unoccupied.

On the South wing, 8 single faces of 8 pillars will be covered.

On the East wing, 2 faces of the same pillar will be covered.

On the North wing, there will probably be 20 posters (8 pillars will be covered in both widths (with 16 large A0 posters) and there will also be 4 posters on a single width of 4 different pillars). At the margin, we may still use two posters for two pillars to achieve the maximum number of posters envisaged.

We can be sure that this exhibition will not be damaged in the short time it is on display. We know that the site is under permanent surveillance, which will of course require special authorisation for the installation. We would also be interested to know whether students could participate in the installation and restoration of the site, in order to save time and improve efficiency. The time spent putting up the posters and restoring the site could be interpreted as an artistic performance, announced in advance on information boards in the faculties.

Mock-up of the posters on a pillar (actual proportions) ; Visual simulation carried out in Orléans :



Material required:

- Work sponges (minimum of 2, for Nina and Sébastien)
- Buckets for transporting water (at least 2, for Nina and Sébastien)
- Buckets for transporting glue (at least 2, for Nina and Sébastien)
- Telescopic pole for gluing (minimum 1)
- Posters and mini-posters to be sent in advance by post (about 35 A0 formats (33.1 x 46.8 in.), 35 A4 formats that can be superimposed on the A0s, and about 35 A7 formats (2.9 x 4.1 in.) that can also be superimposed on the A0s)

Short biography :

Hoëltzener & Rendulic : Joint research-creation project - visual art, « ordinary » speech and urban heritage (www.du-coup.art)

For two years, through the blending of our individual practices, we have been developing a joint research project in art and linguistics, as members of the Ligerian Laboratory of Linguistics.

Sébastien Hoëltzener (www.sebastienhoeltzener.com), artist sculptor

At the heart of his concerns is the investigation of different locations, from which emerge his creations designed for and by those specific locations. His installations are adaptations of what is already there, in order to show it under a new light.

Nina Rendulic (www.je-me-dis.com), artist photographer, linguist

She designs installations where the photographic image dialogues with various means of speech representation (audio-visual recordings, transcriptions, micro-publishing...) in order to question the diversity of forms representing reality and their connections.

A picture for the event :



Photo credit : Sébastien Hoëltzener