

## FOOD AS A SOCIAL MACHINE

June to August 2017 - Samara | Russia

"Street as museum. Museum as a street" Curator - Nelya Korzhova

Organizer:

The Central Volga Branch of the National Centre for Contemporary Arts (NCCA) affiliated to ROSIZO With the support of the company «RUSS OUTDOOR»

The project is focused on meaning and significance of modern public catering networks. Nowadays, when mankind again faces a threat of a global crisis, food redistribution mechanisms apparently come to prominence. People literally have to survive, their lives revolve around need for food. Under these circumstances food becomes a medium for socialization and automatically turns into a central tool of politics and administration. And obviously total competition for customers escalates the situation sufficiently. So the basic question appears – who eats who? Are we consumers of some food production line? Or perhaps we are just food for that conveyor... The subject seems to be particularly relevant for the Central Volga Branch of NCCA, because the Branch was established on the basis of the unique monument of constructivism – the Factory Kitchen built in Samara in 1932. The phenomenon of Factory Kitchen appeared in the USSR in the 1930s as large-scale mechanized public catering facilities. It was a technological breakthrough aimed to feed lots of people, but at the same time it signified shifting away from private way of life and family values. Thus, “to feed” also meant “to inculcate” a new idea of lifestyle in general. At the present time this trend is developing even further. Major innovations in distributing food (as well as other resources) lie in the field of mechanization and advertising. Food production and its promotion via mass media have joined into a single unit. One must rely on advertising before tasting any food. Since our project uses advertising media, it provides unexpected approach and opportunity for a constructive dialog with the audience: people get free product where traditionally selling has taken place. The spectrum of potential issues for artistic reflection is very broad, ranging from political level to private one: Food as a submission tool Food as a social mediator Food as means for drawing the line in the friend-or-foe opposition

Artist:

Jinon Avoir (Israel) - Yuri Albert (Russia) - Stefano Bergamo (Italy) - Dmitry Bulnygin (Russia) - German Vinogradov (Russia) - Oleg Elagin (Russia) - Leyla Karipova (Russia) - Johanna Carlin (Sweden) - Sergey Katran (Russia) - Otlga Kisseleva (France) - Edith Lajos (Germany) - Pier Paolo Patti (Italy) - Vito Pace (Italy) - Vladimir - Potapov (Russia) - Natasha Steinert (Russia) - Zoya Falkova (Kazakhstan) - Thomas C. Chung (Germany) - Ellen Skafvenstedt (Sweden) - Henrik Ekesiö (Norway) - Alexandra Yanchenko (Russia)

Read more: <http://www.ncca.ru/en/events.text?filial=9&id=1768>

Participating with the work: «Золотые ложки»