

s c r a t c h i n g t h e s u r f a c e

i n s t a l l a t i o n

r a d u c i o c a

scratching the surface

project by Radu Cioca

Due to the mystification of social realities, public opinion is bombed by media with radiant images of progress and global prosperity. Globalization led to the loss of human identity and created a standard social identity, whose requirements everyone tries to meet, thus accepting somehow the fakeness of the situation (and forging a hypocritical society). Everything revolves around the obsession of material achievement and the power of image.

The installation is focused on revealing the inconsistencies and working with preconception through a series of common objects and familiar gestures, which are exploited from an experimental point of view by making use of seriality, wrong textures or by describing futile, but meticulously executed everyday rituals.



visual description



The idea for this project started when I took a picture in one of the former chambers of Ceausescu at the Palazzo Correr in Venice. (the photography is presented in a simulation view on the first page as a lightbox or a large print).



I developed this path by using seriality and classical textures like white shining porcelain and glossy inox (to create an all white image ensemble). The piece is called – *100% white* – and it's mounted on a vertical wall, at a certain height which confers a kind of monumentality to it.



On the opposite wall is a gilded bronze sculpture presented in a wooden structure with incorporated light. - *Born with a full spoon* - is based on a project that I'm investigating from several years (that is still in the state of a virtual 3D study).



The next rendering simulates the presence and the scale of a video projection within the installation. The video project is called – *2 x 2 cm of clean skin* – and it's thought to be the recording of a precise and meticulous process. A surface of 2 x 2 cm of skin from the left hand is first isolated (like before a surgical intervention) and then cleaned with a series of different materials and techniques, thus resulting a red square of perfectly cleaned and irritated skin. The simulated view was created in order to provide the kind of atmosphere, focused light, and visual direction for when the actual video will be produced.



On the same note of wrong textures, there is another small element in the installation – a form made out of earth that resembles to a soap, posted on a porcelain plate. Starting from the concept of - *humilitas* - this element is meant to complete the circle of ideas promoted by the whole installation, with a new perspective.



The last element of the ensemble is a sculpture based on the process of compressing garbage. The difference is that the garbage used is actually made from pieces of expensive materials, thus creating a sort of – *precious garbage*. Shiny parts from recognized sophisticated elements, precious materials like: velvet, gold, silver, brass, inox, crystal, engraved paper, glass, and other pieces that give the same sophisticated impression of material possession. This new texture will have the look of mixed cutouts and residuals from the process of creation and consumption of these rich materials.

















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