

art-reflex

PASAJist

PASAJist is an artist run initiative which operates a multi-functional, alternative space in the center of Istanbul. The place is home to innovative and alternative contemporary art projects which are usually short-term, lasting between one day and three weeks. PASAJist is a space where artists and groups can create, show, and share their work with participants and an audience. It provides artists and all artistic and creative endeavors the opportunity to share their ideas and projects with an audience.

www.pasajist.com

Gönül Nuhoglu, born in 1961 in Istanbul, works using the mediums of film, photography, painting and sculpture. In her often site-specific installations she questions structures and mechanisms of society.

www.gonulnuhoglu.com

BANG!, 2012, 02:31'

The video BANG! is based on an interactive art project by Gönül Nuhoglu which took place in PASAJist from October 11 through 21, 2012, and focuses on how the beholder and the art collector deal with contemporary art. In a shooting gallery the images and portraits of the artists of the group PASAJist are lined up instead of the targets - ready to be shot and collected. During the action the audience can operate as shooters, and successful shooters / collectors are rewarded with an art-collector-certificate. The artist thus questions the structure of the art market and compares it with the spectacle of the fair. The quick glances, which only appraise the works, are like a shot that hits and executes them: The vernissage visitor who uses the works as background for small talk, the exhibition visitor who goes from one work to the next mainly reading the signs; the art critic who classifies the works assigning them to art movements, and the art collector or dealer who sees them as an investment or business. Is the commercial art-market a game? Is art pure amusement? How does one qualify to be an art-connoisseur and art-collector? The work BANG! evokes these questions and connects the profound aesthetic experience with the knowledge of being in this art-game in a humorous way in the concentrated look of the shooter/beholder.