

FRESH WINDOWS

DIRECTOR

Raphaël Dupont

DURATION

2:41

YEAR

2005

ORIGINAL LANGUAGE

No dialogue

CATEGORY

Video Art

Animation

**DESCRIPTION**

Fresh Windows is an animated video that explores the notion of "social cannibalism" or how to draw a parallel between the anthropophagic rituals of certain South American tribes and the social behaviour of our contemporary Western society. I am particularly interested in the way popular audiovisual productions structure our times, shape our expectations, and contribute to the construction of individual and collective identity. They use an artistic aesthetic and set up a semiological communication. This visual experience is a hybridization : that of the contemporary consumer inspired by a cannibalism of the image and that of a robot. This system encourages people to lead their lives like a blind consumerist merry-go-round with its promise of future frustration.

SOUND

Stereo

SHOOTING FORMAT

MiniDV

KEYWORDS

Cannibalism, Demolition, Tribe, Ritual

THEMES

Art and culture

Identity

Society