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