

# ATTRITION

**DIRECTOR**

Élaine Frigon

**DURATION**

2:35

**YEAR**

1995

**ORIGINAL LANGUAGE**

French

**CATEGORY**

Video Art

**SERIE**

Consumer society

**DESCRIPTION**

*Attrition* is the first part of a video trilogy on the aberrations of consumer society. Like the dog who barks, the citizen consumes, motivated by interior voices which dictate his behaviour. This work attempts to denounce our conditioning as consumers. Ironically, attrition - a widely used synonym for cut backs in the contemporary working world - signifies to bark in latin.

**SOUND**

Stereo

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**KEYWORDS**

Dog, Consumption, Work

**THEMES**

Identity

Society