

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

KEYWORDS

Dog, Consumption, Work

THEMES

Identity

Society