

# HOW FLOWERS NEVER BECAME A FOOD GROUP

**DIRECTOR**

Charlotte Clermont  
Alain Lefebvre

**DURATION**

4:44

**YEAR**

2017

**ORIGINAL LANGUAGE**

English (on-screen text)

**CATEGORY**

Video Art



**DESCRIPTION**

A poetic and fragmented construction of images and text suggests failure and disillusion about romanticism. Intense psychedelic colours characterize images of flowers, as if they were struggling while maintaining a playful tone. Feelings of ambiguity are evoked, oscillating between the notions of the possible and the impossible, as well as attraction and repulsion. The project is an audiovisual collaboration with experimental musician Alain Lefebvre.

**SHOOTING FORMAT**

VHS

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**KEYWORDS**

Nature, text, color, sound

**THEMES**

Environment  
Technology and medias