

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

KEYWORDS

Nature, text, color, sound

THEMES

Environment
Technology and medias