

WHITEWASH

DIRECTOR

Jan Peacock

DURATION

0:14

YEAR

1990

ORIGINAL LANGUAGE

English

CATEGORY

Video Art

**DESCRIPTION**

Whitewash presents television as a world of appearances whose familiarity induces in us "the sleep of complicity", a semi-conscious state in which we absorb ideologies via banal gestures. Our stand-in appears in the character of a female, Asian-North American news anchor. In her behaviours, television conventions are homogenized and enacted in ways which suggest that her identity has become fused with and "whitewashed" by the medium she inhabits. She traverses a deliberately undifferentiated and sanitized terrain of "informative" television events such as weather, news reports, and commercials for household cleaning products.

KEYWORDS

Consumption, Information, Television, Indifference, Advertising

THEMES

Identity
Technology and medias
Society