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