

Arlo Mountford

ShContemporary BOD 2008

Reflex

Reflex is a single channel HD video projection with stereo sound. The video is made up of a series of animated grabs or samples taken from real footage which is then redrawn and reworked into a simple two-dimensional style. This *reworking* flattens the original videos removing any hierarchy that may exist between the originals and places them on a level playing field, this *equal* context then opens them up to reinterpretation, often humorous.

Reflex initially deals with its immediate context; this involves the reworking of the ShContemporary promotional video depicting people entering the Shanghai Exhibition Center and moving around the stalls inside, just as the viewer becomes comfortable with this imagery the video is interrupted both sonically and visually by reworked found footage of a heavy metal band practicing in a recording studio.

The intention of this jolt is to physically provoke the audience into reflex, before quickly moving onto a more detailed investigation of impulsive and reactive ideas and moments which have taken and take place both in a very human way such as a reaction to embarrassment or in an art historical way such as Piero Manzoni's decision to can his own shit.

Following the introduction, the work moves into reworked animation of a *funniest home video* style footage involving a bear attacking its hosts on a television program. The audience are then shown a spinning *Merda d' artista* before moving on to an interview involving Andy Warhol in which Warhol evades the interviewer explaining that he is too tired to answer questions and that the interviewer should give him the answers so he can read them back to him.

The work continues in this fashion moving from art historical reference to pop cultural reference from The Sex Pistols interview with Bill Grundy to Jean Tinguely's self destructing machines and back to the fair itself celebrating this continued notion of impulse and reflex.