

MILK

(work proposal)

Evangelia Spiliopoulou

Milk is primarily the white liquid produced by women and female mammals for feeding their offsprings. Due to biological factors, (it is nourishing and builds up the immunity defence) its white tone subconsciously is linked to emotions of tranquillity, tenderness, protection, safety, survival and life.

Nevertheless milk today is a product which contains a number of elements disassociated to health and purity; the pale, lactic matter, among nourishing factors, stocks various technical substances, collected from the different stages of the milk's large scale farming with some of them being potentially hazardous on the long term. An assortment of compounds found in milk is:



- chlorinated pesticides
- organophosphates
- herbicides
- fungicides
- anti helminthetic drugs
- antibiotic
- sulfonamides drugs
- detergents and
- disinfectants
- Poly Chlorinated (PCBs)
- Poly Brominated Biphenyles (PBBs)
- dioxins
- mycotoxins
- heavy metals
- somatotropin hormone

The aforementioned elements are invisible to the naked eye. The white homogenous texture of milk looks like a material form of compacted purity. At the same time an analysis reveals a diversified blend of chemically engineered elements and elements not designed in order to be consumed. These facts already disqualify large part of the promotional and advertising campaigns about milk as an agent of health and a bearer of purity.

Purity is a strong cultural conviction of the Western culture which during my residency I want to approach through y works on its elemental implementations; mainly on gender and racial stereotypes.

A. Women have been the bearers of purity stereotypes for ages partly due to their ability to bodily produce the white liquid which feeds the offsprings and builds their immunity toward germs. It is a mater linked to young age, the period of woman's reproductive ability and has gained popularity to broader audiences at first through paintings, photographs and advertising imagery lately, to end up being a concrete-like stereotype inflicting the collective perception of beauty and worthiness.

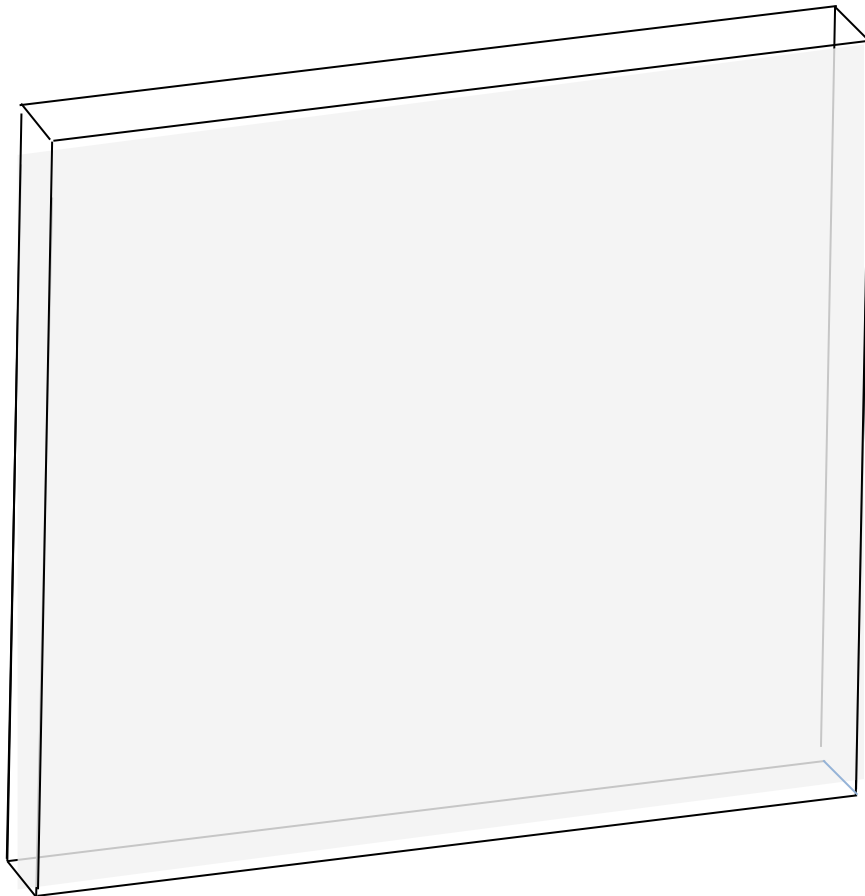
Purity as a stereotype, creates a bounded space of meanings and attributes following the female attitude and expectations. Furthermore as a stereotypical pattern it is fed from repetition regardless the inherent values of the subjects.

B. Whiteness is much on the current debate of social equality on the antipode of the colonial exploitation and the inequality, individualism and antagonism brought forward by the relentless pursue of capital growth. A pursue which exhausted humans, animals and natural resources alike. Remnants of white skin as privilege are still found today with the prevailing debate on the social rights and equal opportunities in life. Any person of non-white skin is still characterised as 'colored'. The subconscious pattern of life and death related to white color is continued as a superficial approach.

In the following sketches for a work I intend to use milk as an example of heterogeneity contradicting to the visual impression.

Milk contained in an air insulated glass cubicle similar to those used for double glazed windows.

- Full to the top
- Content does not change or get renewed – ferments following natural processes



"Our world of art has become new, non-objective, pure. Everything has vanished, there remains a mass of material, from which the new forms will be built."

– Kazimir Malevich, *From Cubism and Futurism to Suprematism: The New Realism in Painting*, 1915

The square reflects the historic modern manifestations of minimalism and movements of social concern such as the Russian Avant Garde. The suggested object is a blending of Carl Andre, *Inside the White Cube*, Malevich's *Black Square* and the concerns of emancipation of the art work and the reaches of *pure objectivity*.

Emancipation: A story of enclosure and disclosure

Emancipate: early 17th cent.: from Latin *emancipat-* 'transferred as property', from the verb *emancipare*, from *e-* (variant of *ex-*) 'out' + *mancipium* 'slave'. (Oxford Dictionary Online)

While the word derives from a legacy of parental heredity the milk-filled square proposes an update of the terminology on the conceptual and the visual perception and a visible and conceptually active changing of the artwork, a visible and accepting aging (cracks of the black square) and an openness to a new state (when/ if it changes colour and consistence from the microbes) and transition.

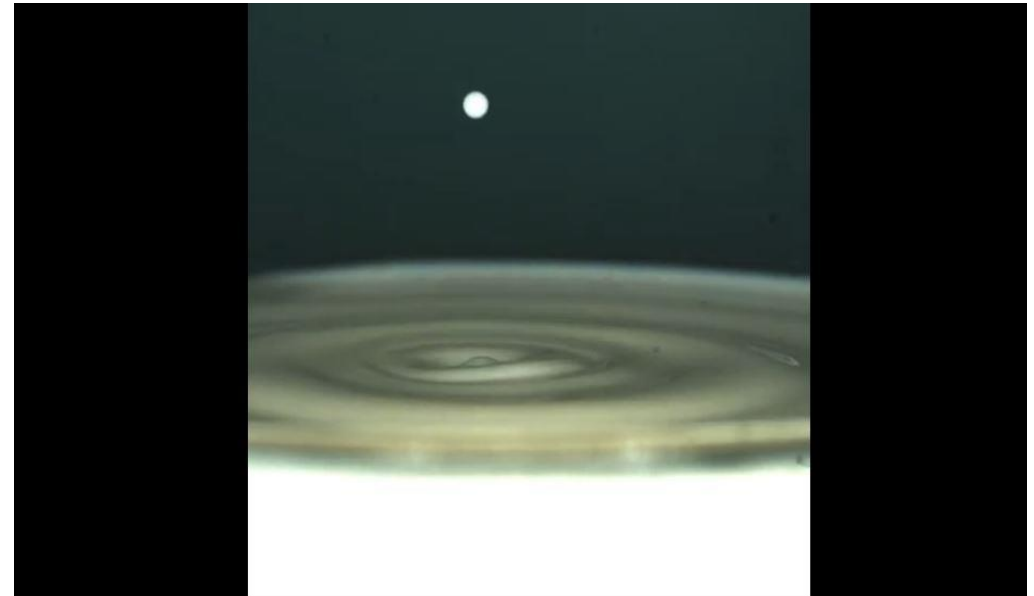
*Loss of the (private) identity of the artist/ makers can be many- on the concept and the physical aspect.

Could be installed on the corner of two walls.

Slow motion video made slower

The video is furtherly slowed down into an attempt to 'catch' the speed of moon moving in the night sky as seen from a south point in the northern hemisphere.

Continuing on my research on material sourced on the internet I suggest a form of participation and contribution which takes place in platforms like YouTube, Sound-Cloud, Wikipedia etc and their impact. The selected videos propose a way of dealing with the unseen, the overlooked or the neglected directly (a psychological approach deriving from the sense of vision) and compared to popular ones found on the same platform they are still open to a possibility of diverse approaches.



Mendy Shim, Phantom Miro M310 camera (1st attempt), *Milk Drops High speed Slow Motion Video*, 1:03', 31 Jul 2015 (2,405 views)

https://www.youtube.com/watch?v=sq_Gxr5_XMo