

# TIMEZONE ARCHITECTURE

150



Paris F

## Video K Art Center

Le Parvis, Contemporary Art Center, Pau

Le Parvis Contemporary Art Center and the French Ministry of Culture and Communication launched a new program to promote and disseminate contemporary visual artwork in the public sphere. The first project under this program, Video K.01, was implemented in the entrance area of Leclerc Shopping Mall in Pau. Video K is a nomadic architecture that can be reproduced and installed in a wide variety of public places (art centers, but also supermarkets, shopping malls, train stations, airports etc.), the objective being to provide a wide public with easy access to video works associated with current developments in contemporary art and with the history of video-making.

Video K introduces artist-produced images as objects of discovery, knowledge, culture, and consumption in the public sphere, and thus proposes utilizing the image in the development of public spaces. Adding a dimension of virtuality to busy public zones, Video K creates a new situation that prompts a reconsideration of these zones. Video K sets a point of density and a stop in places of continuous flowing motion, a focal point in the public sphere which identifies distinct realities and embraces projects other than those (mainly consumerist) customary in this context. The saturated environments in which the Video K is installed characteristically are thick with images, noises, lights, information, logos, goods, sounds, and movements: one feature common to them all is that they absorb the facilities and services they house (commercial, public ...) in a non-differentiating way, leveling things out so that no singularity or specificity emerges. Hence the concept for presenting the video stand in, and to, its environment proposes an object that is in gentle rivalry with its context. We have devised a paradoxical architecture for this purpose, an

"elusive" space, which fully exists only when its outlines disappear, acting merely as a projection backdrop. The VS is a flashing device that alternately seems to vanish from, or loom up in, in its environment, reaching out to it with the intensity of what it projects, or obliterating itself almost to the point of becoming a vague reflection of its surroundings. Video K thus punctuates the public sphere with fleeting, but powerful time-frames. Thus existing "outside" its context, Video K is an architecture which can be made to come to an end. And a beginning.

