



Vuk Ćosić
Salon male plastike

**Hrvatsko društvo likovnih umjetnika Dubrovnik
i Galerija Flora sa zadovoljstvom Vas pozivaju
na otvorenje izložbe Vuka Ćosića Salon male
plastike 14. kolovoza 2021. u 21 sat u Galeriji Flora.**

Salon male plastike

Naoko trivijalna zbirka kuhinjskih pomagala u originalnoj ambalaži nosi više različitih značenja. Banalna činjenična povijest tih predmeta počiva u impulzivnom onlajn šopingu moje majke, ali potrebno je reći još nekoliko stvari:

Zbirku je moguće čitati kao svjedočanstvo o tome kako kapitalizam u digitalnom dobu vrhunski uspješno eksploatira svaku pa i najmanju našu slabu točku da od nas stvori potrošače-ovisnike. Kao vizualni prikaz kako su naše suptilno tkane ljudske jedinstvenosti direktno prevedene u »customer life-time value« i kako uvijek postoji sljedeća kupnja koja će dodatno fiksirati neki imaginarni i nametnuti »lifestyle«.

Ako bi kupljene predmete složili kronološki i ako bi svi bili iz istog izvora (što je nemoguće utvrditi), iz tog niza bilo bi moguće rekonstruirati kako e-shopping algoritam dijagnosticira ali i kreira korisnički profil moje majke.

Druga nezaobilazna refleksija povezana je s neupotrebljenošću tih instrumenata. Tužan prizor neraspakiranog predimenzioniranog miksera, ili mašine za ručno dimljenje mesa, naglašava kako je njihova reklamirana korisnost zapravo beskorisna, ili, generalnije, kako ta pomagala dokazuju da nam nema pomoći.

Sve u svemu, izložba Salon male plastike je put od majke do kapitalizma i nazad. Hvala na pažnji.

Small Plastics Salon

The seemingly trivial collection of kitchen utensils kept in the original packaging carries several different meanings. The banal factual history of these items rests in my mother's impulsive online shopping, but there are a few other things to say:

The collection can be read as a testament to how capitalism in digital age superbly and successfully exploits all our weak spots, even the slightest ones, to turn us into addicted consumers. It can also be understood as a visual representation of how our subtly woven human uniqueness is directly translated into "customer life-time value" and how there is always the next purchase that will further fixate some imaginary and imposed "lifestyle".

If we arranged the purchased items chronologically and supposedly they were all from the same source (which is impossible to determine), it would be possible to define from this series how the e-shopping algorithm diagnoses but also creates my mother's user profile.

The other unavoidable thought is associated with the unusability of these instruments. The pitiful sight of an unopened, oversized hand mixer, or a meat smoking machine, is just another proof of how the advertised usefulness of these machines is actually useless, or, more generally, how these aids indicate that there's no helping us.

All in all, the Little Plastics Salon exhibition is a journey from mother to capitalism and back. Thank you for your attention.

GALERIJA, FLORA

Šetalište Kralja Zvonimira 32
20 000 Dubrovnik
galerijaflora.dbk@gmail.com

Vuk Ćosić internetski je veteran i međunarodno priznati klasik internetske umjetnosti. Su-osnivač Ljubljanskog laboratorija za digitalne medije Ljudmila i firme za digitalnu strategiju Case Sensitive.

Kao jedan od utemeljitelja internetske umjetnosti, izrazio često izlaže (Venecijanski bijenale; Reina Sofia, Madrid; ICA, London; Barbican, London; Beaubourg, Pariz; ICC, Tokio; Kunsthalle, Beč; Digital Artlab, Tel Aviv; ZKM, Karlsruhe; Ars Electronica, Linz; Walker, Minneapolis; Postmasters, NYC; Friedricanum, Kassel; Neue Galerie, Graz; IAS, Seoul; Moca, Oslo, Manifesta, Havana bienale...), predaje (Baubourg, Pariz; Guggenheim, Venecija;

CCA, Glasgow; Thing, NYC; Festivali – Hong Kong, London, Liverpool, Dessau, Montreal, Banff, Madrid, Gorizia, Copenhagen...; Likovne akademije i univerziteti – Stockholm, Los Angeles, Chicago, San Francisco, Troy, Dundee, Liverpool, Venecija, Linz, Barcelona, Beč ...).

Živi u Ljubljani sa ženom Irenom i kćeri Lunom.

Kontakt
E: vuk.cosic@gmail.com
T: @supperman
F: vuk.cosic

Vuk Ćosić is an internet veteran and internationally recognized internet artist. He is a co-founder of Ljubljana Digital Media Laboratory Ljudmila and digital strategy company Case Sensitive.

As one of the originators of internet art, he exhibits quite often (Venice Biennale; Reina Sofia, Madrid; ICA, London; Barbican, London; Beaubourg, Paris; ICC, Tokyo; Kunsthalle, Vienna; Digital Artlab, Tel Aviv; ZKM, Karlsruhe; Ars Electronica, Linz; Walker, Minneapolis; Postmasters, NYC; Friedricanum, Kassel; Neue Galerie, Graz; IAS, Seoul; Moca, Oslo, Manifesta, Havana biennale...), and holds lectures (Baubourg, Paris; Guggenheim, Venice; CCA,

Glasgow; Thing, NYC; Festivals – Hong Kong, London, Liverpool, Dessau, Montreal, Banff, Madrid, Gorizia, Copenhagen...; Art academies and universities – Stockholm, Los Angeles, Chicago, San Francisco, Troy, Dundee, Liverpool, Venice, Linz, Barcelona, Vienna ...).

Ćosić lives in Ljubljana with his wife Irena and daughter Luna.

Contact
E: vuk.cosic@gmail.com
T: @supperman
F: vuk.cosic



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