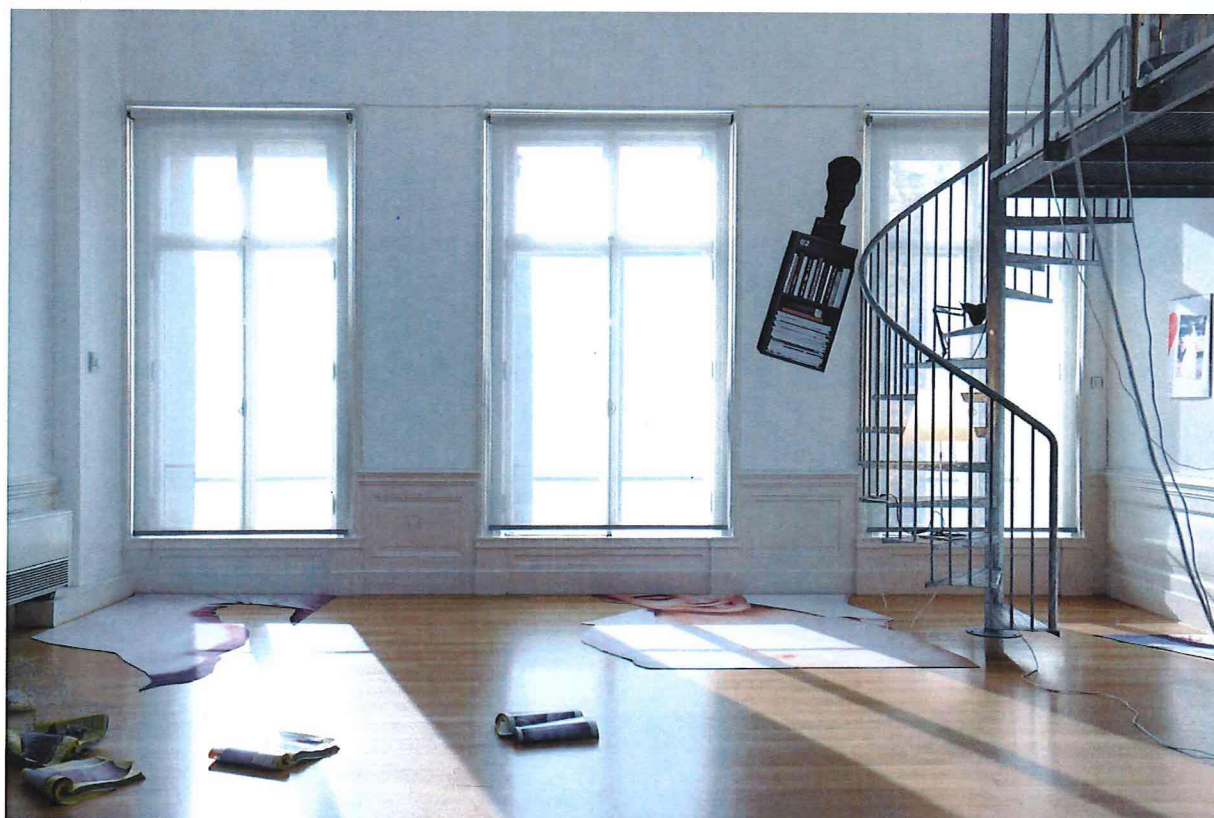


# Foam masterclass

## Bruno Zhu: Image and its Affects



**Two day seminar on the occasion of Bruno Zhu's exhibition New Arrivals**  
Tuesday 24 & Wednesday 25 November, 2015

*John HERMES (2015)  
masterclass 'Reading  
Popular  
Culture'*

**foam**

## TABLE OF CONTENTS

---

Introduction p. 3

To prepare p. 4

Schedule p. 5

About the program p. 6

*Appendix: text by Boris Groys, 'Self-Design and Aesthetic Responsibility' (2009)*

## INTRODUCTION

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Image and its Affects: a seminar about the consequences of 'usership' in relation to the audience and the field of cinema, fine arts, gaming and book publishing – how do makers and mediators relate to this? Are they watching from a distance or do they appreciate the experiences as moments of critical reflection?

Bruno Zhu: 'What you see will make you produce, ultimately leading to - what you see is what you are.'

The seminar starts with a series of lectures and discussions by academics and experts from different fields, related to the theme. Inspired by these fresh perspectives and ideas, excellent students will explore possible topics at play in the solo exhibition.

Bruno Zhu's masterclass invites participants to bring anything they would like to open a discussion with: an object, an image; a series of objects or images, a book, a text, a text message, a situation... Each presentation would be scrutinized by 'What if' questions from the others, generating alternate versions of the original narratives, which would be transcribed and translated into more images, objects, texts and situations.

The end result of the masterclass could be a book, a series of objects, images or texts, moments or other things that would explore the meaning of representation. The core of the workshop lies on furthering creative processes via the juxtaposition of logic and absurdness and how sometimes watching funny videos on YouTube or having silly impulses can actually lead to somewhere new and unknown.

## TO PREPARE

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In preparation of the masterclass, please mind the following.

Attached you will find a Boris Groys text about Aesthetic Responsibility. Bruno Zhu: "Something more serious if you feel like it. I won't be doing a text analysis, so it's quite casual, I think it's a great text."

Also, bring an image, an object, a series of things, a text, a situation, whatever you feel like sharing. With a short description ( $\pm 1$  minute) of why that particular thing, for which the brainstorm will depart from.

Please bring your laptop. Paper and pencils will be available at Foam.

Lastly, some fun trivia you could watch if you feel like it:

[https://www.youtube.com/watch?v=KO\\_3Qgib6RQ](https://www.youtube.com/watch?v=KO_3Qgib6RQ)

[https://www.youtube.com/watch?v=Ql8\\_33Ei61Q](https://www.youtube.com/watch?v=Ql8_33Ei61Q)

## SCHEDULE

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### Tuesday 24 November

18:00	Meet at the entrance of Foam
18.15	Dinner at Mimi
19:30	Artist talk Bruno Zhu at Foam
21:00	Drinks

### Wednesday 25 November

8:45	Doors open
9:00	Welcome and introduction, Zippora Elders
9:30	Lecture by dr. Joke Hermes (University of Amsterdam)
10:15	Talk by Freek Lomme (Onomatopée)
11:00	Coffee break
11:15	Lecture, Daniël van der Poel
12:00	Panel discussion with participants
12:30	Lunch
13:15	Masterclass by Bruno Zhu
16:00	Presentations by participants
17:00	Round up
17:30	Drinks



## ABOUT THE PROGRAM

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9:00 – 9:30

### **Zippora Elders**

Image and its Affects, or: why I invited Bruno Zhu for a semi-institutional take-over through Foam 3h

Foam is a museum for photography. But what does that mean in an age when image is everywhere? Reading images is our secret addiction and our ongoing research topic. Artists who are able to get a hold on the meanings of image today, might have an invisible super power which will only be recognized in later times. The curators of Foam try to find these artists and invite them to challenge not only Foam's audience, but also the museum itself.

### **About Zippora Elders**

Zippora Elders studied art history and museum curation at the University of Amsterdam and the VU University, where she specialized in visual art of the 20th and 21st centuries. She is interested in *time-based media art*, *new media art*, *image culture* and *network culture*. Zippora has worked and written for various art institutions. Since 2014 she has been working as a curator at Foam museum for photography in Amsterdam, where she explores visual culture and the field between photography, the digital and visual arts. She is a (contributing) editor at Foam Magazine and Foam's talent blog Spotlight.

9:30 – 10:15

### **dr. Joke Hermes**

Reading Popular Culture

Less and less it seems it is legitimate to differentiate between art and popular culture. To think that popular culture is looked down on while art is venerated is too 20th century for words. This lecture will focus on what differentiates art from popular culture, where art meets popular culture or even takes on the guise of popular culture. Using Bruno Zhu's installation at Foam on the one hand and the global popular culture forms that appeal to those present, the effectivity and affectivity of popular culture are queried. Those attending are invited to bring and use their laptops in order to share examples (images, clips) and discuss what paradoxes today's popular culture offers to us to think about, abhor or fall in love with. How does today's popular culture help us come to terms with difference and with identity? With wanting to belong while standing out? Who come after romantic feminists, caring macho's and neo-liberal mothers? Is the totalitarian endlessly mass-customized world of Ikea such a comfort because it relieves us from having to define what is and isn't normal?

### **About dr. Joke Hermes**

Joke Hermes studied political science at the University of Amsterdam, where she also received her doctorate for her PhD about the reading of women magazines. She

worked for the department of communication science and was visiting professor in Media and Cultural Studies at the University of Sunderland (UK). She has been co-editor of the European Journal of Cultural Studies since 1996 and she regularly publishes articles on media and culture. Currently Hermes is lecturer in the Department of Media and Culture at the University of Amsterdam and she is lector Media, Culture and Citizenship at Hogeschool Inholland.

10:15 – 11:00

**Freek Lomme**

What the XXXX do you want?

About the evil in culture repression, self-censorship and pop culture (in the age of big data and the internet of things). And about the good in concentrated anarchy – the possible additional value of the hipster loser and the pop-cultural end result of the low-fi user as system take-over.

With a short introduction to Onomatopee, its origins, development and curatorial angle.

**About Freek Lomme**

Freek Lomme is a freelance curator, lecturer, moderator and writer as well as founding director and chief curator of publishing house and art-space Onomatopee. He studied Arts and Science at the University Maastricht, holds an MA in Art Policy and Cultural Identity, but learned in practice. Lomme is particularly interested in visual culture within the experience economy and modes of collaboration and organization. At large, he practices a sort of poetic and experimental conceptualization of wonder.

**About Onomatopee**

Onomatopee playfully frames and manifests our progressive capacity to design culture. At Onomatopee, architects, urban planners, graphic and spatial designers, cultural critics, marketers, artists, politicians and others willing to engage with the meaningfulness of designed culture, get together, within a constructive sphere of nurturing, cultural citizenship, to negotiate and establish our cultural future via design's playful, political practice. All in all, Onomatopee is a movement by and for anyone interested in engaging with the quests and cases fundamental to our designed culture. Let's try to open up this field and make it accessible for everyone – let's enjoy playing with the parameters!

11:15 – 12:00

**Daniël van der Poel**

Several general properties of images and trends in image space

List format

Extramission vs intromission

Images vs pictures

The ambiguity of images I: dual space, dual reality

The ambiguity of images II: problem of the semantic approach, computability

The ruse of authenticity

Images as expressions of perceptions, as opposed to recordings of reality

Images as expressions of perceptions of the perceptions of others (theory of mind)

Images influencing further image-making (schemata, visual culture)

Images as alter egos

The inescapability of space in images, hence (unconscious) choices

Space as a carrier of meaning

Trends in space: immersion and image surfaces (presence vs interface)

### **About Daniël van der Poel**

Daniël van der Poel is a researcher and occasional art critic specialized in digital media. Since 2012 he's been studying how different ways of representing space in images influence and reflect our perception. To this end he initiated the research project *Perspective and Perception*, which centres on spatial representations used in computer applications and video games. Its aim is to measure how using different representations (for instance a first-person linear perspective versus an isometric view) affects people's thoughts and behaviour. A clearer understanding of such image-perception relations will improve our ability to analyse visual culture and helps designers choose the spatial representation best matched to their design goals. Van der Poel is based in Amsterdam, regularly publishes about his research and worked as a teacher at the VU University.

12:00 – 12:30

### **Panel discussion**

Conversation about the topics discussed during the morning lectures. Also opportunity for the participants to ask questions and stimulate discussion about remaining topics.

12:30 – 13:15

**Lunch**

13:15 – 16:00

### **Masterclass by Bruno Zhu**

The focus of the masterclass lies on furthering creative processes via the juxtaposition of logic and absurdness, using what is available from the abundance of images our culture has to offer, both online and offline.

### **About Bruno Zhu**

With *New Arrivals*, Bruno Zhu (Portugal, 1991) remodels the *Foam 3h* library into another reading room – one that flattens the representation of reading itself. Twisting time and space, both physically and conceptually, the installation juxtaposes visual



motifs from the private space into the public and vice versa. This way, Zhu light-heartedly explores his fascination for photography's ambivalent symbol as surface and object, representation and appropriation. *New Arrivals* welcomes a new chapter into Bruno Zhu's research on how *desire* works within consumer cultures. He has a degree in Fashion Design from Central Saint Martins in London, and is currently attending the Master of Fine Arts at the Sandberg Instituut in Amsterdam. His previous installations were largely focused on subverting the topology of the space. Outsourced from catalogues and lifestyle magazines, the images of styled furniture invite readers into a world of brightness and positivity, to imagine the juicy bookshelves in our living rooms, and how enriching they would be to our environments.

16:00 – 17:00

**Final presentations**

Participants shortly present the results of today's masterclass.

17:30

**Drinks**

Get to know your fellow participants and the speakers while enjoying a drink.

