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Abstract

Malfunctioning Medium: Reversing A Capitalist Drift through Practices of the Contemporary Art Audience

The repeated and continual practice of mass communication technologies in contemporary art, discerning still and moving photographic images and aural practices can be easily labelled as a capitalist drift. Within these images and acoustic realm, the multi dimensional aspects of time and space are conceived by driving the parameters of perception. Wherever a presentation of an art activity locates, in terms of affluence and progress, time can easily be associated with the capital flows; besides, speed and the manipulation of time characterize the cultural domain.

Within the context of contemporary art, *time and space continuum* in relation to *medium* puts forth a set of ideological questionings. Primarily, the crucial enquiry with an artwork is *whether the medium overshadows the artwork or not* and/or *when exactly an artwork can exploit a dominant medium by reversing its function* – by also becoming the critique of the current situation along with the issues it proceeds.

Nevertheless, with its own parameters and the outer conditions, this critique never signifies either an effortless or a self-defined process. First of all, as a cumulative production, it could only operate through the motivation and responses of the audience. Secondly, this critique is possibly based on the relentless attempt dealing with the detachments out of sight and focusing on the continuous, self-driven, unstable, yet triggering production mechanism of the alternative cultural, social, and artistic fields.

By departing from this point, this paper it intends to take over the project of investigating how some attitudes and positions which *misuses* and *manipulates* a *medium* could activate a productive defect in the operation logic of the desiccated late capitalist globe. Thereby, this paper probes into several cases of art works and curatorial practices in Europe, which propose different routes to read various realities and responses on this capitalist drift. Hence, despite the diversities of their works, practices, attitudes, geographical, social, and cultural backgrounds, all of these artists have distinctive stances and artistic approaches which are closely linked with questioning social and political realms of the present. They all share exactly the same mode of anxieties and questionings of time and space parameters within the contemporary art sphere.

Note: All the visual and aural materials will be provided by Basak Senova.