

ANTONIA HIRSCH *VOX POP*

Granville and Robson Streets
Vancouver

20 - 26 October 2008

screening every 3 minutes
24 hours per day

Curated by Barbara Cole

High above the intersection of Robson and Granville Streets, two video billboards display a stream of advertisements. Into this context, Vancouver artist Antonia Hirsch inserts *Vox Pop*, a new video project.

A slow circular pan, moving at the speed of an Audience Wave, maps the interior of an empty sports stadium while a solitary spectator sits passively. Eventually he rises, as if to participate in the Wave.

Without the presence of the crowd to complete the effect of the participatory cheer, his peculiar salute seems ominous and unsettling. Not shared with others in the circular sweep of the stadium, it summons up both the history of the arena in western culture and the evolution of the salute gesture. The stranded fan performs his part in isolation, his 'community' imaginary - making his action deliberate and personal.

Silent, and consisting of two one-minute segments, *Vox Pop* slows down the rapid pace of video advertising, itself a mass spectacle in the city. At this contemplative pace, *Vox Pop* troubles the site of recreation, competition, and the particular dynamic of the collective. It draws attention to the spaces and behaviours through which we are encouraged to perform and celebrate shared values in a subtly provocative investigation of the individual within the crowd.

Antonia Hirsch has participated in group exhibitions in Canada, Europe and Asia, including *Le Chamois de Messidor* at Program, Berlin (2008), *Altered States* at the Taipei Fine Arts Museum (2006) and *Concrete Language* at the Contemporary Art Gallery in Vancouver (2006). Among recent solo exhibitions were shows at Gallery 101 in Ottawa (2007) and the Charles H. Scott Gallery in Vancouver (2006). She has been commissioned to produce a public artwork for the new campus of the Vancouver Community College, which will be completed in the fall of 2008.

Other Sights for Artists' Projects seeks to create a presence for art in spaces and sites that are accessible to a broad public, such as the built environment, communications technologies, the media, and the street. Other Sights presents projects that consider the aesthetic, economic and regulatory conditions of public places and public life.

Vox Pop is the inaugural project of *Looking Up*, a curated series of artist works that engage with public space and civic agency.

presented by Other Sights for Artists' Projects Association

www.othersights.ca

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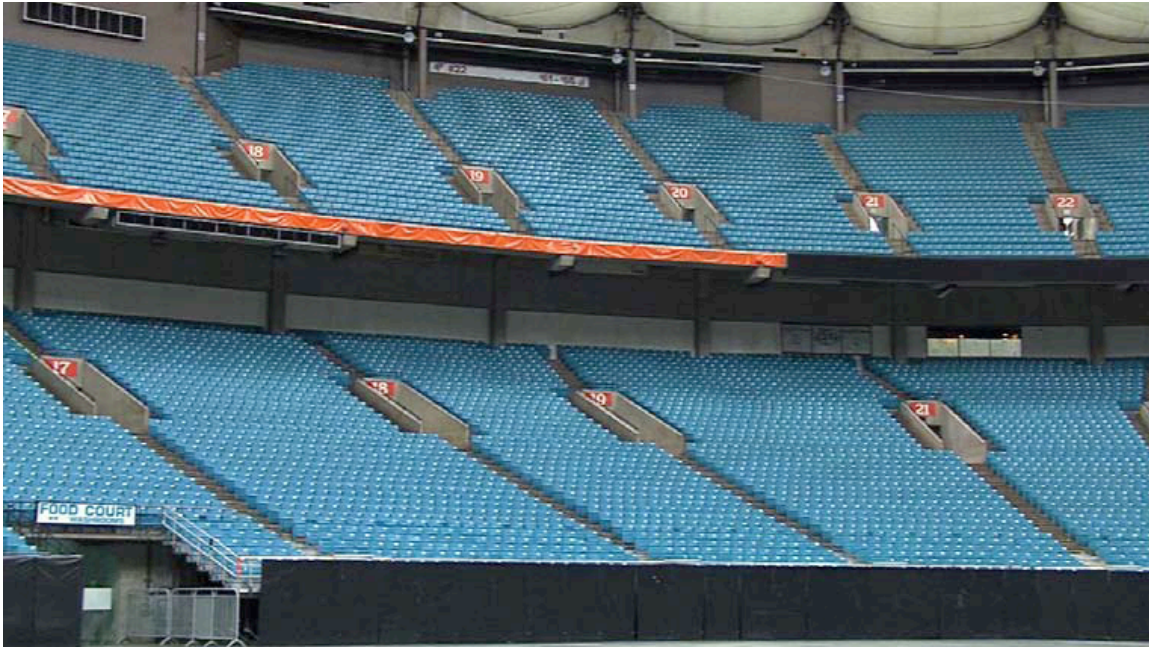


photography: Loe Russel



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Vox Pop is a two-part video project displayed on dual video billboards above the intersection of Granville and Robson Streets in Vancouver

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