

' a  
thousand  
words '

/ s a r a  
d e g e n a a r

Collecting information, objects, techniques and tools, bringing different elements and stories together, creating visible links and creating a new view or function for something. That is what I want to achieve.

For me, an idea starts with simplicity. From something that already exists, like the things that I said in the previous line, I want to create a new point of view, a new experience.

After reading the book 'The work of art in the age of mechanical reproduction' of Walter Benjamin, the thing I remember the most is his theory about the 'aura' of art. He writes that by using mechanical reproduction techniques, million of images of an original piece are circulated around the world. All without this 'authentic aura' of it's original source. Walter Benjamin is talking about the reproduction techniques in the late 19th century, like film and photography.

This isn't comparable anymore to all the techniques we got at this moment, and what we can do with all of this. We're able to make everything we need our self, for example by using a 3D printer. With the Internet, reproduction became as easy as possible. All we have to do is search for something on Google, and we can get to the information we want and need. But still, all these possibilities don't satisfy me. I like to stick to the 'aura' theory of Walter Benjamin, and I want to create something physical, something that needs interaction.

By using different disciplines and inviting a viewer to the installation, I want to create an intimacy between the viewer and the installation.

I think it's really important to stimulate and to create interaction between the object and its viewer, because then, the spectator has the possibility to use his or her own inspiration and fantasy. In this case, an object or piece of art can be interpreted in all different ways, by staying the same.

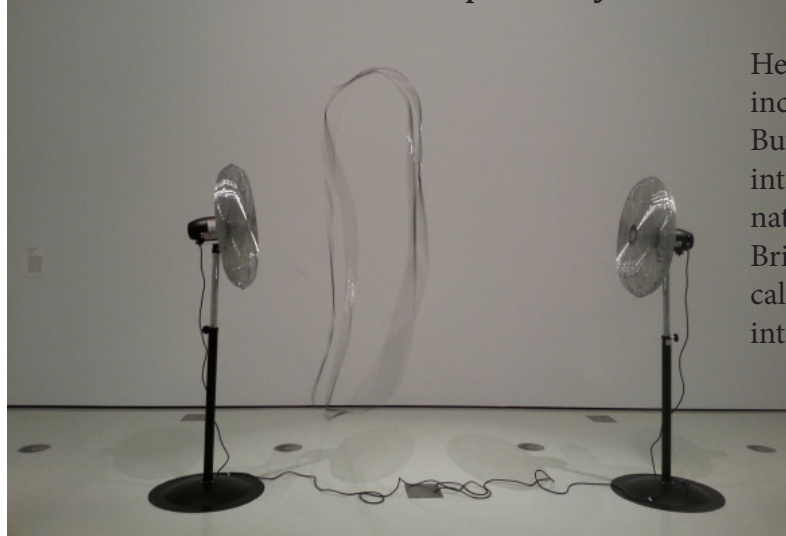
Of course, simplicity can be really boring. But the interesting thing about simplicity is that you can reach something really strong with it. Simplicity starts most of the time with experimenting. Finding how you can control something, what the result will be by just doing something, until you'll find something, maybe even something you didn't expect; a beautiful, new technique.

An example of this, which gives me that feeling, is the project of

/ Zilvinas Kempinas

<https://www.youtube.com/>

[watch?v=mBp\\_Yy-UCSI](https://www.youtube.com/watch?v=mBp_Yy-UCSI)



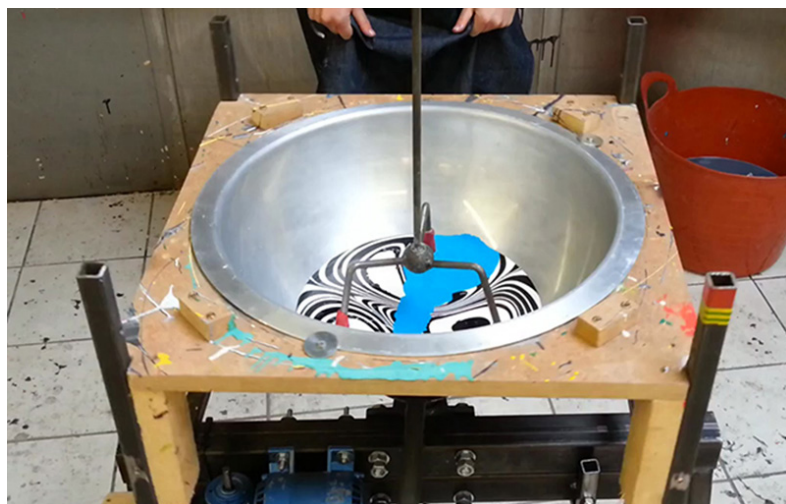
He shows us something open, yet incredible smart and above all, really simple. But an aspect I find really interesting in a project like this is the use of natural elements, like air. Bringing all these elements together, basically 'collecting' elements, is what strikes my interest.

The combination between different disciplines, and creating a product with this is something I find interesting. This because you can control it in some way, but you also have to let it go, and find its own way.

'Newton's Bucket' shows exactly what I mean by saying this

/ Silo

<http://www.silostudio.net/home.html>



They're using movement, a spinning table and paint to create something new.

I think it's important to create something yourself, instead of letting a machine do all the work. By putting your own effort in something, which will get that 'aura' where Walter Benjamin is talking about. And with this aura, you'll reach a lot more people, and most important, it will be remembered by more people.

In the work called 'Ninety six', there is a tension between digitalization, nature and imagination.

/ Nils Voelker

<http://www.nilsvoelker.com>



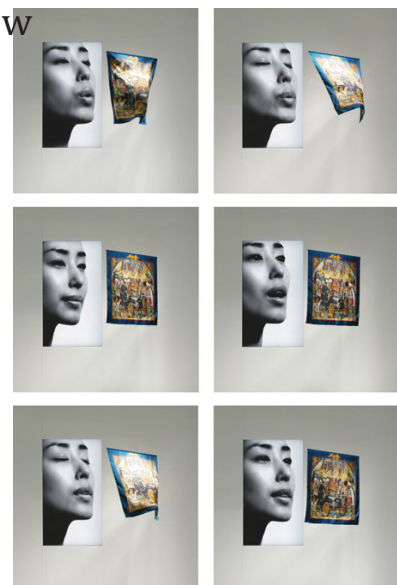
The sequences of inflation and deflation create the impression of lively movements. At first glance at Nils Volker's One Hundred and Eight appears elusive. Literally, one hundred and eight plastic bags appear to breath in and out as viewers pass from one end of Volker's installation to the other.

The work can remind you of a plastic bag that's blown by the wind. Because of it's rhythm, it will remind you of breathing. But because you, as a spectator, are in a museum or gallery, you know it isn't any of this. It's clear and logical that the inflation and deflation are digitalized and programmed.

Looking at this, you see that digital can be really natural, really personal as well. With just showing three different things, Tokujin Yoshioka is able to show this in a window display for Hermes. The quality is that it's so easy, that everybody who's walking by, will understand what he wants to show.

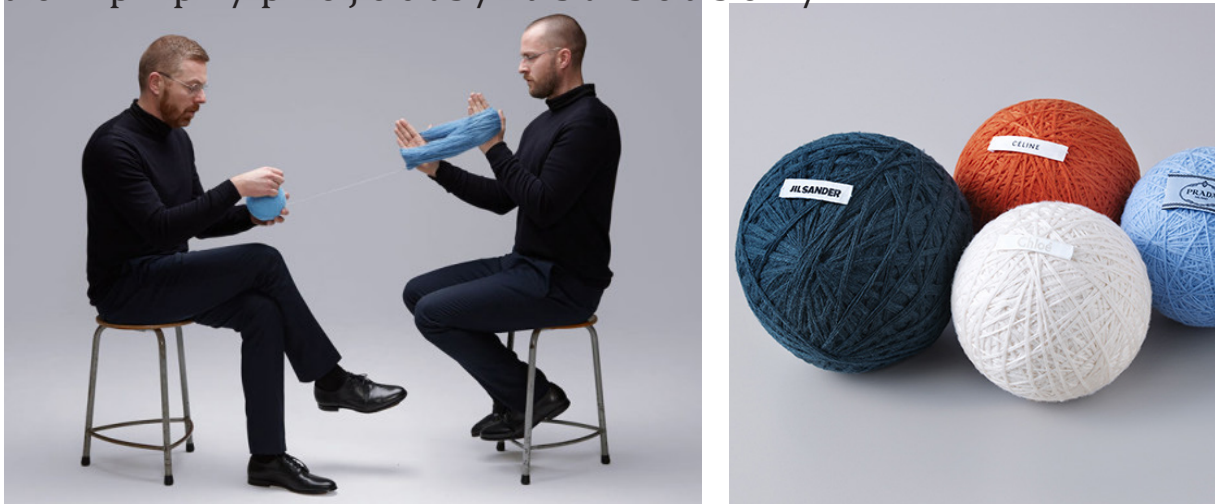
/ Tokujin Yoshioka

<https://www.youtube.com/watch?v=gYNHJQzn3pw>



It'll always get back to that simplicity. Telling a story with almost nothing. This is something Lernert and Sander are really good at. The thing they add to this simplicity is a lot of humor.  
/ Lernert and Sander

<http://lernertandsander.com/index.php?/projects/last-season/>



By reducing last season knitted garments from Fall/Winter '13 to balls of yarn, they create space for the new collection in the store of Kiki Niesten in Maastricht. It's quality is that it's easy to understand and it gives you all the information you need to know by doing something unexpected.

I think creating an aura is possible in all different ways. But there is one thing I know for sure what you'll need to 'create' this aura, and that is passion. I still don't really know the direction I'm going to, and where my profession as a creator lies. It will always be important to develop yourself as much as possible and learn in all different kind of disciplines so you'll collect the knowledge of all the things that are possible.