

Choose Training

2014-2018

Three-channel video installation,
sound, 16:57 min (loop)

The artist has borrowed the title from the world of high-tech fitness gear that offers the possibility to choose a specific program. He is offering new options to the highly automated everyday life of people which demands the constant making of choices – one can look closely into the world, which is passing us by while often remaining unnoticed.

The installation consists of three synchronized projections. They are all offering real footage filmed on the streets of a huge urban center. Brightly lit advertisements are followed by static shots of still buildings. The chaos of fragments, lights and contrasts is gradually falling into a fluent total image. It is occasionally infiltrated by frames from the now traditional ways of entertainment and leisure; these are meant to reinforce the impression of a clichéd way of life.

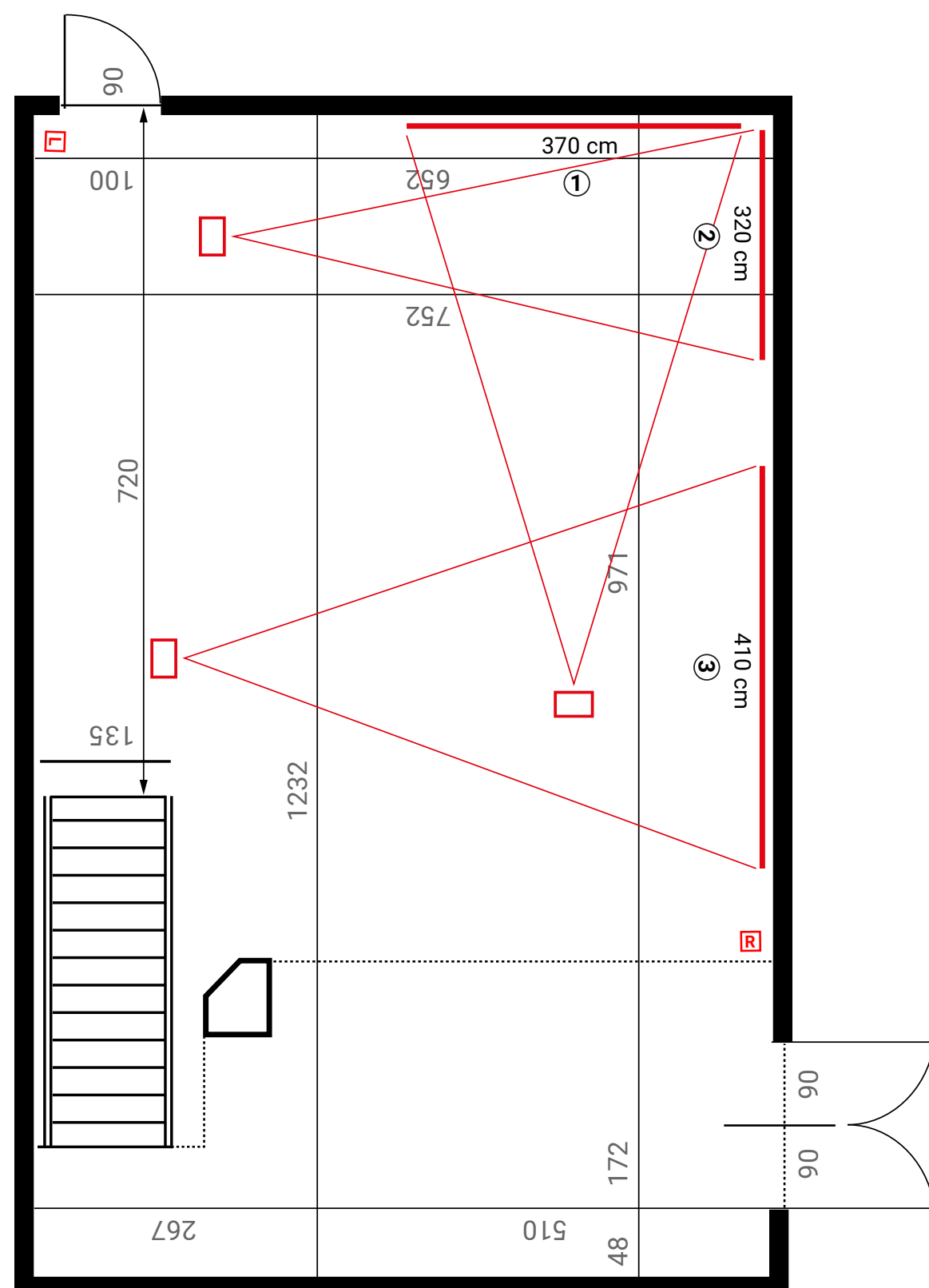
The sound track is especially created by Angel Simitchiev in order to underline the artificiality of the environment but also to construct a complex rhythm where all the massive variety of images could live together.

The current project is a continuation of the work Kalin Serapionov started with the video installation As far Away as Near (ICA-Sofia Gallery, 2013) where the lunar eclipse is juxtaposed with the lights of advertisement, this symbol of consumerism. The artist's professional interests are shifting away from the popular documentary approach to video and are directed towards the creation of a powerful and highly efficient vision, which is simultaneously using the world of modern advertisement while critically reflecting on the clichés it is able to generate.

The artist expresses his gratitude to Maria Vassileva, Vladiya Mihaylova, Dimitar Dilkov, Spiro Petrov, Temelko Temelkov, Playground, Eva Stoilova, Vasil Atanasov, Fitness Center "Slavia Sportes", Ilinka Tchergarova, Teodora Spasova, Ioan Galabov, Irena Solakova, Dimi Solakov, Georgi Nikolov, Angel Simitchiev, Dimitar Apostolov and Kiril Yanakiev for their help in the realization of this project.

The work has been shown for the first time at Contemporary Space, Varna, curated by Maria Vassileva.

Credo Bonum Gallery

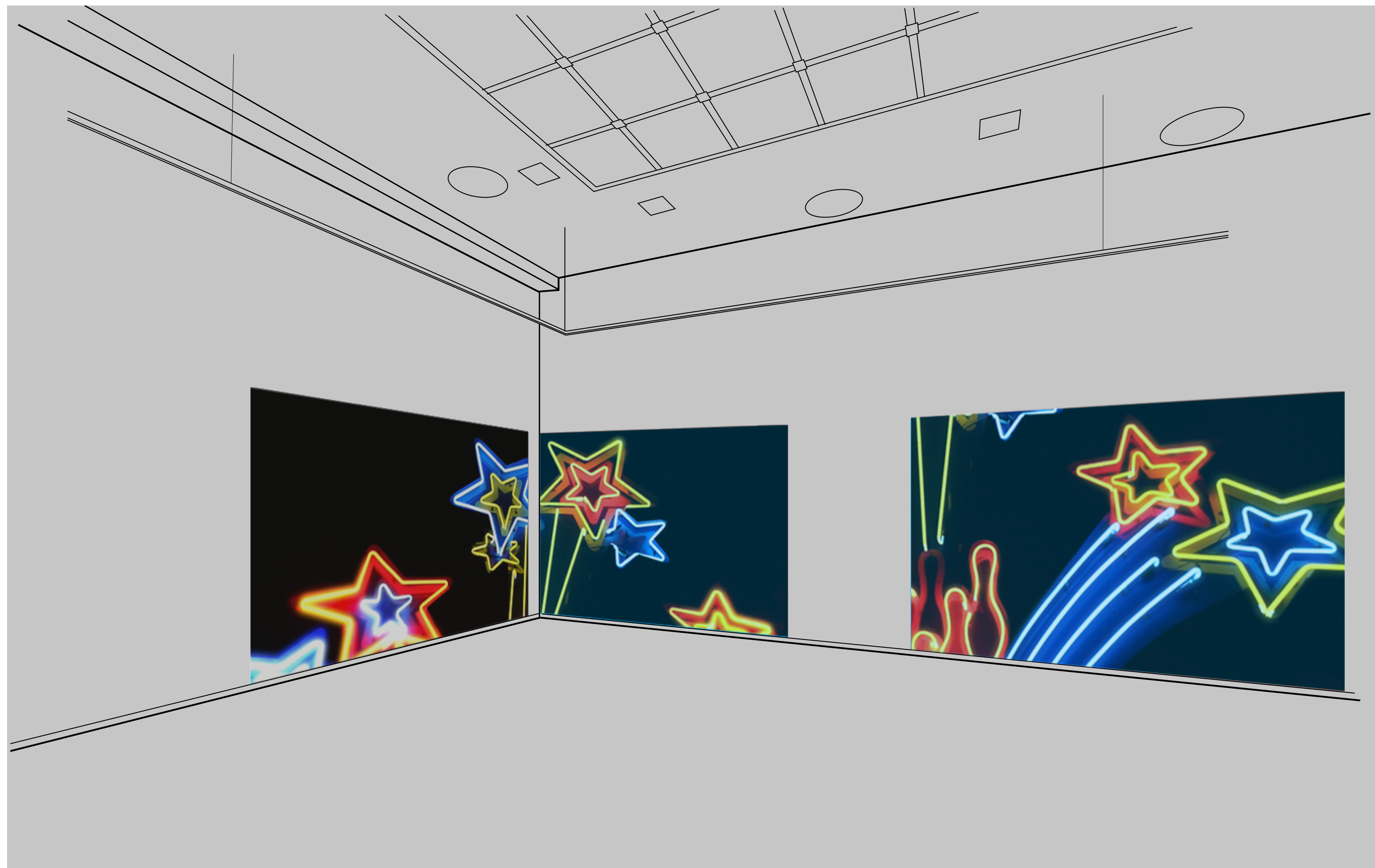


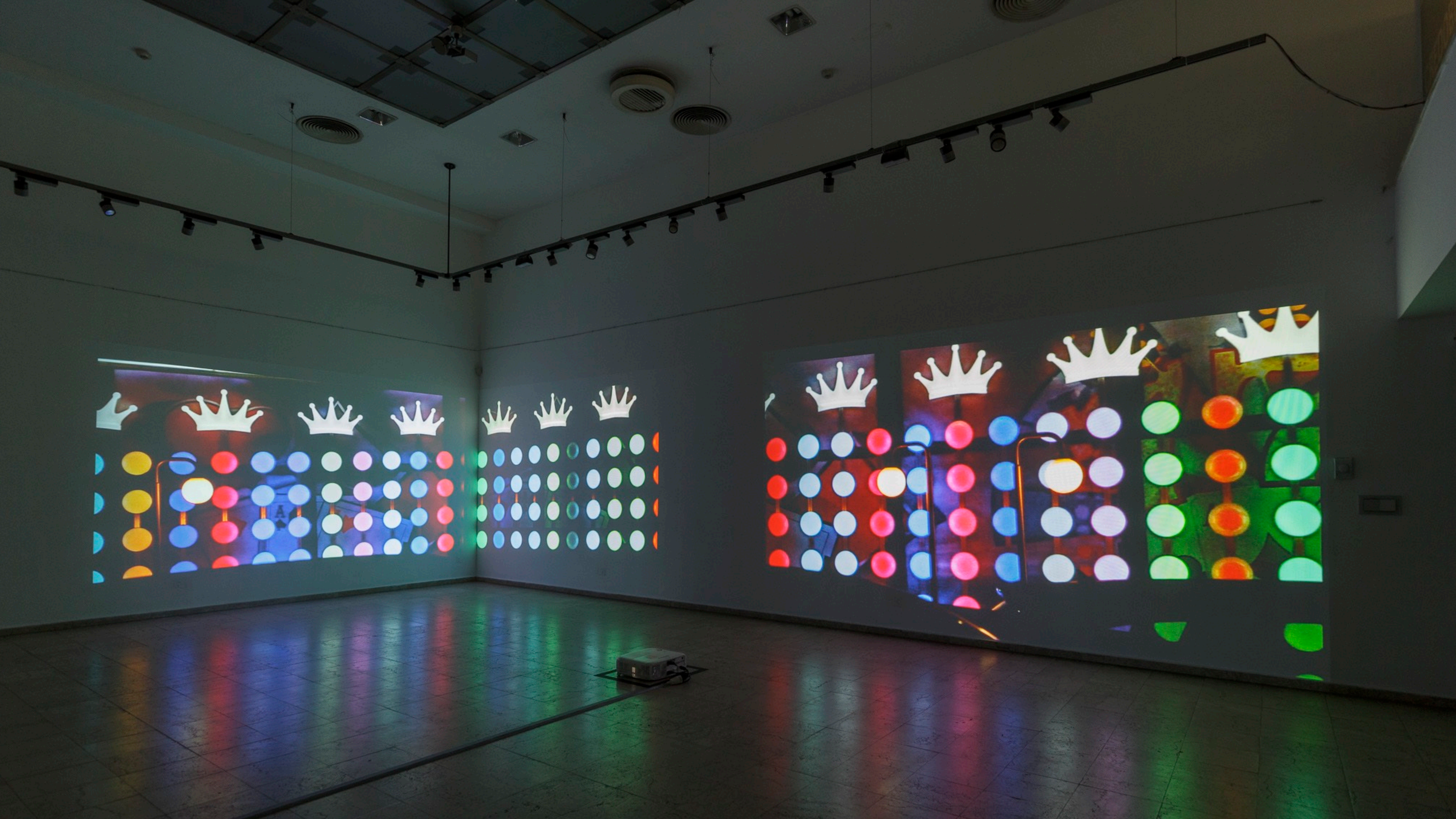
Three synchronized HD video projections (720p),
stereo sound, 16:57 min loop

Equipment: 3 video projectors DLP, 5000 ANSI,
support 1280x720 resolution, computer, triple-head video card,
audio system with two active boxes

Dimensions: video 1 – 370x230 cm, video 2 – 317x230 cm,
video 3 – 410x203 cm

The three video channels are assembled in one video file
(left, middle and right) – mp4, 3840x720













LIVESF

