

## EC-PC– (Economic & Cultural Perception Check)

### EC-PC: Overview

With the expansion of the EU to accommodate countries from the former Eastern block, the vision of Europe as a vibrant economic, cultural and democratic family is all pervasive. Within the UK, regenerated cities compete to join a high profile club of premier cultural destinations and economic opportunities. Apparently successful cities are envied and emulated by others wishing to kick start their civic future. Globally, countries and their cities are presented within the media as compelling destinations for the more adventurous cultural traveller, or unique investment opportunities for the 'canny' investor.

In a manner similar to an enthusiastic estate agent, these cities use the rhetoric of regeneration, development, economic opportunism and native cultural celebration to sell themselves to residents, tourists and investors alike. A by-product of this *perception game* is a cultural and economic homogeneity, where difference is nullified. It is within this contradictory space that EC-PC is located.

### EC-PC: Methodology

Mirroring *tests* used to control membership of some of these elite clubs, for example the EU, EC-PC will create a table of city specific visual *tests*. Two unique visual *tests* will be created based on discussions with residents of each city. The cities will be chosen via a range of parameters, for example, recently regenerated cities within the UK; EU member countries' capital cities; or economic and cultural success stories, featured in the media over a set period.

Below is a provisional list of the London specific visual *tests* developed by the artist whilst researching the EC-PC project.

Visual test 1 (London).

Number of cranes existing within a 1 mile radius of the heart of the city (currently 56)

Visual test 2 (London).

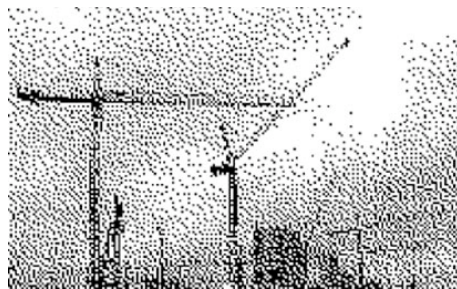
Number of flights arriving at the closest domestic airport to the centre of the city between 8 am and 8:05 am

The visual *tests* are applied to all the cities. The results of these *tests* are then recorded on video.

The video produced should be seen as *evidence* of the visual factors listed above. The ambiguity inherent within the the video, between footage, film, evidence and data, is fundamental to a full understanding of the EC-PC project.

### EC-PC: Video treatment

As with much visual *evidence* recently used to justify international, national and local decisions, the resulting video *evidence* is anything but equivocal. This lack of clarity is enhanced by the treatment of the video - which will be reduced to a 1 bit colour depth (see frame below). This means the data in the video is made up of a simple binary: it is either black or white. This process makes no distinction between background and foreground, making image difficult to read, particularly when it is used to support an objective position.



London\_Shepherds\_Bush\_9\_1\_2007\_3\_miles

## EC-PC: Display.

Each piece of video *evidence* will be developed to allow it to be shown in a particular environment. By creating a family of video outputs the work can be exhibited across a range of different screen environments and uses. For example:

### Public screens located in

- Information centres
- Shopping centres
- Advertising screens

### Personal screens located in

- Computers
- Mobile phones
- PDA screens
- i-POD's

It is envisaged that the work will be located on some of the above screens during down time. For example as screensavers on computers, or shopping centre screens outside of business hours.

Each piece of video *evidence* will also be downloadable online as video or screensaver for PDA, i-pod, computer, mobile etc, from the project website.

## EC-PC: Geographically located exhibition

As the work is to be made within different cities, each city will host an exhibition of the video works produced. This may be in a formal gallery space, via outdoor projection or via the public/personal screen spaces detailed above.

## EC-PC: Final exhibition

### Internal exhibition

When the work has reached a particular size, video *evidence* from all the cities will be shown together. The artist has been experimenting with domestic flat panel 'picture frames' - commonly used to display family photographs – as a way of displaying the work. Although it is very early in the process to think about the structure of a final show, below is an overview of how a final exhibition might look.

### Exhibition overview

All video *evidence* for a particular city will be shown together on a particular wall, or in a particular room. The video will be shown on 'picture frames' detailed above. The manner of display will be similar to the summer show at the Royal Academy where framed work is overloaded onto the walls.

### External exhibition

All video *evidence* for a particular city will be projected as a matrix of images. Because the video *evidence* has been reduced to a 1 bit image (see example), each video projection can be composited to create a visual 'tableaux' or 'diorama' for each city.

## EC-PC: Project status

Currently the work is in a development phase. The artist is in the process of producing several short films on location in London, using the methodology outlined in this document. The project requires different partners in order to move into the production stage. These partners may be geographically specific, within the cities to be researched, or may be organizations which can provide economic support or production facilities. Ideally there would be a mixture of each, allowing the artist the time and support a project of this scope needs to be produced to the highest level.