

VIDEOSPREAD

VIDEO GUIDE – MARSEILLES

Vidéochroniques

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Videospread

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Videospread distributes a collection of artist films and videos dedicated to screenings in public spaces. Its concept is based on a silent (mute) program, which puts forward the power of images through their visual attraction.

Our programmes question the capacity of Art having a direct impact on the perception and appropriation of an artistic content on the general public.

Furthermore, Videospread wishes to develop a new market for Video Art.

Videospread programs should not be considered like common television programs, but rather be regarded as a visual presence, a moving painting.

The content of the programmes is silent, non-narrative and specifically conceived for television broadcasts and screenings in public spaces (in airports, shopping malls, the street, the underground, hotels...)

The films are produced by artists from around the world and can be classified in different genres : 3D animations, experimental and conceptual films , ambient movies with strong esthetical criteria, all however, having the common denominators of being Art works.

Each individual is confronted daily - voluntarily or not - to the growing exposure to visual information (at home, at work, in public places, during transports, in the street...). These images are usually of commercial and/or advertising nature, and rather poor in cultural and artistic content.

To try and impose a new type of visual « standard » can be the beginning of a different relationship between us – spectators - and the images that we are fed, on a daily basis.

Videospread wishes to encourage and promote critical thinking, as well as challenge the way we look at moving images.

Press Release

Videospread on CASZUIDAS screen, Amsterdam, Netherlands.

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Based in Marseilles, Videospread wishes to offer artists and organisations specialized in the promotion and exhibition of innovative art, film and video, new exhibition contexts. In order to do so and as part of Videospread's screening and broadcasting activity at a national and international level, a selection of local, departmental and regional artists' and structures' work and activity are promoted.

As part of the "VIDEO GUIDE – Marseilles" screening series on **CASZUIDAS** screen - Moving Images in Public Space - in Amsterdam, Netherlands, Videospread presents the programme "Body Snatchers" curated by Vidéochroniques –a non profit organisation founded in 1989 in Marseilles, dedicated to promoting unusual and exceptional works (video art, experimental films, underground cinema, documentary filmmaking...)-. The programme will be launched in September 2008 and screened until May 2009.

Body Snatchers

Vidéochroniques is pleased to present a selection of videos from artists, Constantin Alexandrakis, Emmanuelle Bentz, Damien Berthier, Julia Boix-Vives, Michaël Cros, Lydie Jean-dit-Pannel and Frédéric Vaësen.

All artworks are based on performance and the body's representation in action. However, these films do not possess the value of a report or record; they do not "certify" anything, they are in the "making" of something, they are "themselves" an accomplishment, and it is precisely in that sense that they are related to performance art. Once the medium, the instrument, has revealed its qualities -taken at any point of its manipulation (from shooting to editing)- it no longer remains restricted to its capacity of capture and reproduction, but actually takes part in the "act" of performance. Thus, the performer's body merges with the body of the video.

In principle reflexive, this approach, when nourished with spontaneous and pure imagination gives birth to creations with a magical and extraordinary touch,

somewhat distant from the usual formal austerity that emanates from such processes. Contrary to other media, video here resists to its capacity of reflection. The mirror is convex, or concave or far more than that, and the image is totally and entirely embraced as, inaccurate, fanciful, fantasy, or any other free interpretation of a tale.

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