



*We have a face and a soul, we have architecture
invented by people, formerly known for a purpose.*

*They've lost their matching point. We lost the
connection between soul and face / façade. We're
going deeper and looking into each one, taking
small bits, interpret and invent them another way.*

Building a new face / facade.

CINDY

Cindy Sherman shows the affinity of today's society to cover itself with many different layers and to permanently change roles, however we feel and whoever we want to be. She explores the conception of role models and their mode of representation by deconstructing cultural ideals and appropriations. She adapts and reinvent roles, exaggerates them to the point of the absurd.

FICTION

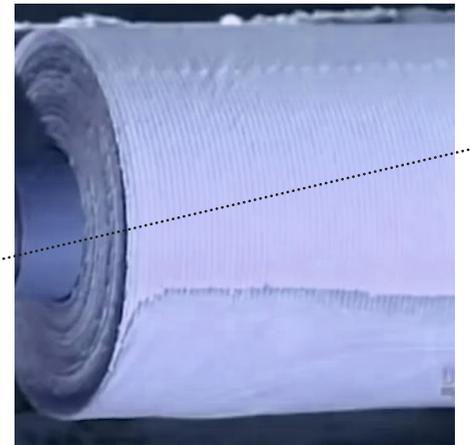
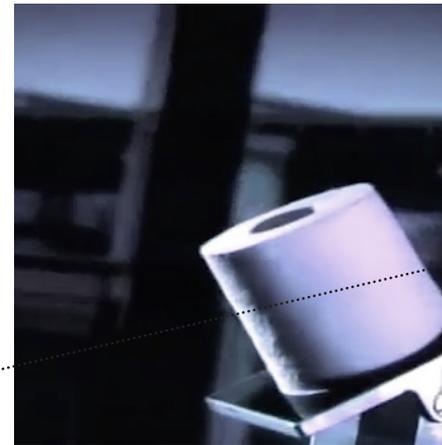
CONSTRUCTION OF IDENTITIES

Cindy Sherman overplays the different roles we take in our society. If you take away her irony, you get Maag. Hence, Sherman and this area share a similar absurdity.



STAGE

ROLE MODELS



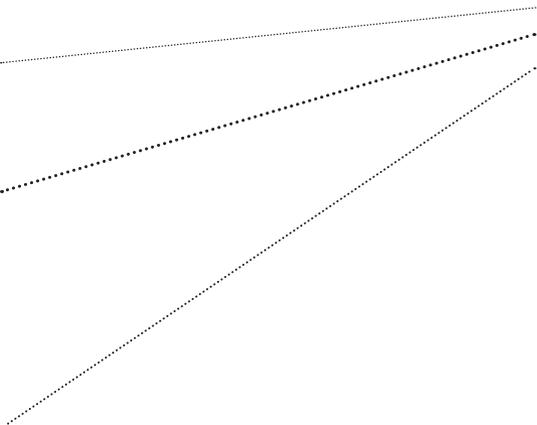
REPRESENTATION

MAAG

CAPITALISM

PRIME

The architecture — the city — becomes the stage for our performances, but also its product. Maag area, especially the Prime Tower, symbolizes and challenges the logic of capitalism and its construction of specific architectures.



EMPTINESS

We focused our gaze on the process of becoming someone else. By trying so hard, we all tend to end up with the same result. Like the Maag area, which is missing its soul, putting on so many masks may seem like a lot of fun at first glance, but on a closer look there is a certain emptiness in it.



TRAGEDY

LONELINESS

*The events of recent weeks are shaping our society. We are staying home.
Not only our private lives are affected. The economy has been hit hard.*

FREED TIME

COVID-19

MY HOME IS MY CASTLE

*What really moves our society?
What makes us as a whole and what as individuals?
What's worth it?*



Maag area has emptied. Not only the outside, its interspace, lacks content, now its inside is also beginning to crumble. Suddenly the purest form of capital no longer makes sense. The workplaces remain empty. We set ourselves up at home. The facade has fallen. Representation no longer belongs there. Representation has been moved home. The show continues, but not there. The show takes place at home.

There's no longer a facade. There is a screen and four walls. There is no longer an outside, but a room. Maag stays empty. The houses are packed. It seems right that we take a breath.

ECONOMY
COLLAPSE

FALLING APART



CINDY IN REVERSE

TAKING APART

DECONSTRUCTION

*After we followed Sherman on her way,
we now go backwards. Maag is open for
dismantling. From the front to the back.
Between the huge, empty building and the
small, crowded rooms of our apartment
there is room for ideas, to be used. It might
be time to take things further apart. Maybe
later a new meaning could be added.*



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A BLANK CANVAS

Maag is naked. A blank canvas.

*What remains?
What qualities come into play?
A new search for our needs.
What's is it worth?*

A NEW MASK

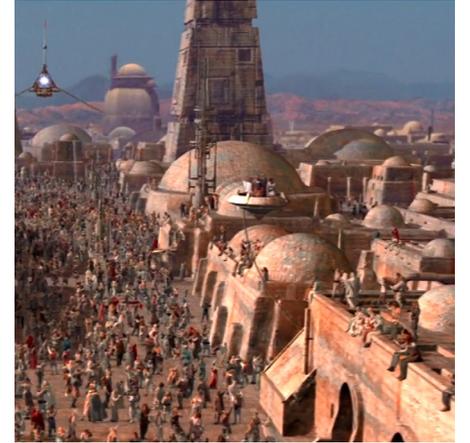
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A new overture, a new story, a joke, a complete failure, a tragedy.

A NEW BEGINNING

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..... WHAT IS IT WORTH?



VIDEOWORK

Everything is detached. In the idea of deconstruction, we take parts of Maag's characteristics and the „living home“ apart, capture their situation through images or film, and reinterpret them with the help of Sherman's art of transformation.

A new mask, a new overture, a new story, a joke, a complete failure, a tragedy.

With the medium film, we concentrate ourselves on certain moments of Maag, on its now more than ever true emptiness. Through metaphor, analogies, direct reference, documentation or fiction, we look at certain moments that the area reveals. Now that it has become so fragile, Maag seems to allow us to do so. We can inspect the cracks. Everything that made up the Maag Site at its core and it now lacks went home.

With the medium of photography we capture some of these moments. It may be either a critique or a moment of hope. A change. A view into a possible future. A new character. A new content. Possibly an old structure, but a new dress. What's worth? While maintaining a certain dose of abstraction, we try to express ourselves more clearly about what we see and develop possible interpretations.

