

VIRGINIA FRANCIA

SELECTED WORKS

MUSIC HYPNOSIS

Three musicians who had never met each other before were hypnotized and asked to compose some music together while being in this unconscious state of mind.

Part of an ongoing project about the exploration of creative practice under the state of hypnosis – trying to erase the limitations of consciousness focusing on music.



<https://vimeo.com/110701908>

PAINTING HYPNOSIS

A painter in Buenos Aires was hypnotized through Skype and asked to create a painting under this unconscious state of mind.

As Skype starts to be used a lot for an ancient practice such as hypnosis I decided to involve it in the project. The painter was only on a light level of hypnosis due to internet connection barriers.

Part of an ongoing project about the exploration of creative practice under the state of hypnosis – trying to erase the limitations of consciousness focusing on painting.



<https://vimeo.com/121710124>

BLIND

Alternative view of Hyde Park, (London) filmed and narrated by Doris McLoughlin, a blind woman who suffers from Retinitis Pigmentosa – who filmed what she heard instead of what she saw.

The video slowly fades into the dark to invite the viewer to imagine the visuals focusing on sound instead of relying solely on images.

This project started as an exploration of perception that I developed through several activities with Dolly during the course of six months such as attending ballet classes for blind people at the Royal Opera House in London.



<https://vimeo.com/110024029>

PIGEONS

Photographic documentation portraying the relationship between pigeon fanciers and their birds.

I was initially interested in pigeon's orientation and the role they played in our society from communication to war participation to carriers of medicines, among others.

After being in contact with several pigeon fanciers, I realized that the most interesting aspect was the actual relationship between the pigeon and their owners.

The portraits have been taken in various locations around the north of England, such as Doncaster, Blackpool, Malton.









YAWN

An exploration of yawning focusing on the idea of “unconscious trigger communication”.

This piece is interactive and based on the reaction of the audience participant who, when watching a video of someone yawning, would yawn in response creating a loop. In the piece one participant at a time placed themselves in front of the computer looking at a video loop of someone yawning.

When the participant yawned the program, which recognized the viewer's facial action, would record their yawn and send it to the loop, creating a montage of the participating 'yawners'.

Developed with the programme for visual interaction MAX MSP.



<https://vimeo.com/126205880>

UNSUNG HERO

Video documentary about Mikulas Sova, a sand sculptor who gave up his career to follow his passion and create sand sculptures on the beach by Tate Modern in Southwark, London.

The screen is divided into the two contrasting realities of Mikulas' life; on the right side his artistic creations and on the left side his troubled life as a squatter, during the day he had been evicted.



<https://vimeo.com/126206032>

LOOK AT YOUR ELBOWS

Ongoing project where instead of photographing some existing events I create some surreal set up specifically for the photo which consequently become real memories.

More important than the photo itself is the whole experience in which I involve my close circle of friends and family.

In this way I create personal memories of constructed reality.













HAPTIC

An exploration of the way we perceive food and the role played by colour in the process of eating.

The piece consists of a dinner/performance where the audience experiences eating fresh food in a blue lighted room. The choice of red and dark-coloured food, meant that the food appeared to be black.

The audience who took part had a relatively disorientating experience not being able to recognise certain food.

We are often part of a controversial process where on the one hand we claim that we want 'natural' unprocessed food but on the other we seek out food colourings.



<https://vimeo.com/126193285>

EYDISFJURDUR?

In the 100 people village of Seydisfjurdur (Iceland) there is a "Hollywood style" sign on the top of a mountain which has been damaged over time. It no longer received electricity and missed the first letter becoming "Eydisfjurdur". I found out that this word literally means "empty land" in Icelandic.

In occasion of Lunga festival, I decided to make an installation that would invite the audience to reflect on the two faces of this village which during the winter is almost uninhabited and during the summer hosts several art festivals.

I recreated the sign with some found wood to say "Eydisfjurdur?" and placed it in the lake facing towards the existing mountain sign. I then invited the audience to have walk to the existing sign and look at the village from the outside / from a new prospective – thereby generating conversations / questions about the state of the village.

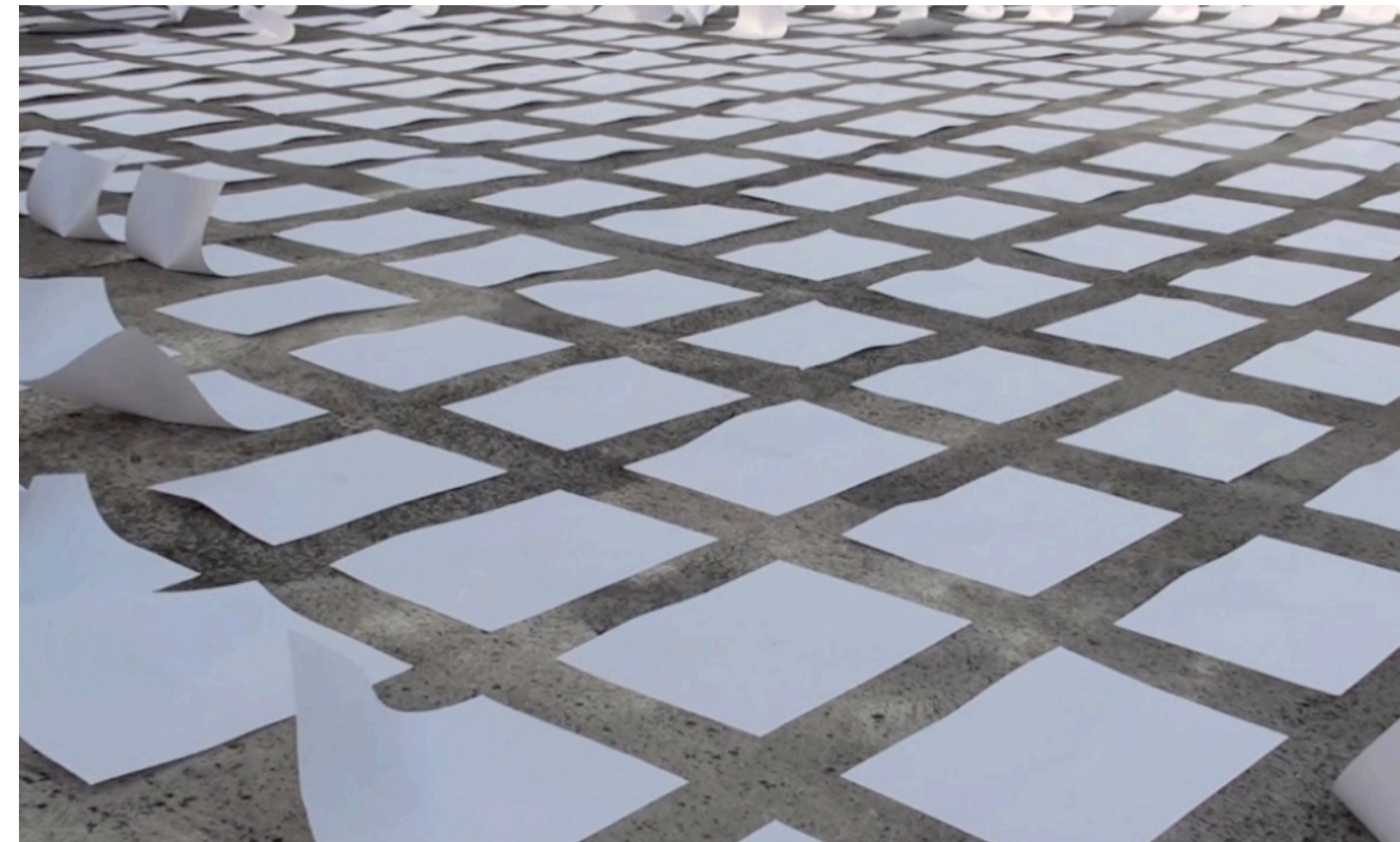




MAKE SOUND VISIBLE

This project was made in response to the brief “Make Sound Visible”.

Sound machine made with 370 sheets of paper animated by the wind.



<https://vimeo.com/126208596>

WEBSITE

<http://virginiafrancia.com/>