

ENG

PRICE

L'AIR DU TEMPS (AIR CONDITIONS)

01.03.–19.05.2024

PRICE (*1986) works in the field of performance as well as visual art and superimposes different spaces in his work: theatre stage, club, catwalk or exhibition space. The monumental installation *L'Air du Temps (air conditions)* in the Salle Poma is to be understood as an installative version of the performance *L'Air du Temps (breathing my beloved in)*, which was performed consecutively in February 2024 at the Gessnerallee theatre in Zurich and the Arsenic in Lausanne.

The newly conceived olfactory installation by PRICE and collaborators consists of a three-fold ventilation system with windows behind which sculptural works are lit in warm light. The grey synthetic fabric of the ducts and curtains with fabric-cut windows dresses the industrial in an air of domesticity, staging an aesthetic of standardization (à la airports and offices) with a taste for kitsch and cliché. The slightly muddy waters house oversized perfume containers loosely inspired by the bottle design of the 1948 fragrance *Fracas*, evoking a history of stark form emerging post WWII. The enlarged everyday commodities in green and brown hues of patinated copper (an antiseptic material used for public hand rails, elevator buttons and medical operation tools) feel weathered, almost nostalgic. Yet as the title suggests (the French of which is borrowed from a fragrance developed during the same time period), the installation continues PRICE's interest in what surrounds the visuality of objecthood. Working out the aesthetic capacity of olfactory experience, the potency of the exhibition resides in the act of inhalation by immersing viewers in a dual scent experience: whereas the ventilator ongoingly disseminates a bland, disinfectant aromatic reminiscent of aromas found in detergent or air freshener, from the water rises a decidedly deodorized scent, punctuating the air with an intense blend of sweet, heady, and intoxicating notes of jasmine and orange blossom. Overdubbing sterility with a synthetic remake of *Tuberose*, a fragrance associated with the whims of desire, passion and love (in Greek mythology, when the goddess of love and beauty Aphrodite emerges from the sea, *Tuberose* flowers sprout from her feet), PRICE, producing his scents via the collaboratively run agency "In'n'out Fragrance" with Niklaus Mettler, heightens visitors' olfactory sensibility to mobilize the body's affectability as a form of social critique tinged with eroticism. If the ongoing fanning of germ-free cleanliness alludes to capitalism's nonstop want for the uninterrupted

flow of the circulation of goods and consumptive behavior (the system's temporary collapse induced by the COVID-19 health crisis has further demonstrated that hygiene is a prerequisite for circulation), then the sentimental blend of florid odors latches on to this infrastructural logic of diffuse, circulatory power. Thus, *L'Air du Temps (air conditions)* titillates our olfactory experience to conjure an affective site where questions of visual form are addressed by way of what surrounds it, and us, foregrounding that the air we breathe is neither neutral nor abundantly available, but a thoroughly commodified good and an emotionally charged source of life mediating questions of power, reproduction and exchange.

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EVENTS

Art at noon

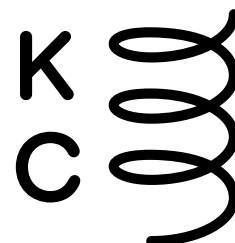
short visit followed by
a collation

– Fri 19.04.2024, at 12:15
(de/fr)

– Fri 17.05.2024, at 12:15
(de/fr)

CHF 15.–

booking up to the day
before: info@kbc.ch



Kunsthaus Centre d'art
Biel Bienne

Opening hours

Wed 12:00–18:00

Thurs 12:00–20:00

Fri 12:00–18:00

Sat&Sun 11:00–18:00

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