

MEDIA RELEASE

Melbourne
Fringe



18 August 2011

Your Imminent Arrival

Your Imminent Arrival is an interactive lighting installation which takes advantage of the unique spacial properties of Platform Contemporary Art Spaces. The viewer becomes an essential part of the work, activating the light boxes via motion response as they pass through the Degraives Street Subway.

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Drawing upon the writings of Jean Beaudrillard's *Simulacra and Simulation*, Mclver's *Your Imminent Arrival* breaks down the illusions of social constructs fuelled by the media and advertising.

Beaudrillard proclaimed that the human experience is no longer a life lived of one's own accord; rather we are simulating a life prescribed to us through urban indoctrination.

Viewers encounter *Your Imminent Arrival* as they go about their everyday life; on their way to work, shopping, or in transit. The artworks light up as the viewer passes by, masquerading as advertising slogans. The inspiring and aspirational taglines inspire the viewer, before revealing their more sinister undertones.

With *Your Imminent Arrival*, Mclver aims to make the viewer aware that their senses are being captivated and manipulated, as they are in life. As with advertising, the viewer becomes the subject; without which the object is rendered defunct.

Your Imminent Arrival continues Mclver's investigation into desire, aspiration and consumerism in the 21st century. Through her works, the artist challenges how fundamental human needs, emotions and desires have been transformed into commodities, resulting in a society which is a simulacrum of constructed ideals.

<http://www.kristinmciver.com>
<http://www.platform.org.au/>

Your Imminent Arrival

VENUE
Platform Contemporary Art Spaces
Degraives Street Subway
Melbourne, Victoria 3000

DATES: 2-30 Sept
TIME: Mon - Fri 7.00am - 7.00pm, Sat 9.00am - 5.00pm

TICKETS
FREE
TO BOOK visit melbournefringe.com.au or call (03) 9660 9666

For all media inquiries please contact Melbourne Fringe's Publicist:
Katrina Hall Publicity

M 0421 153 046

E kathall@ozemail.com.au