



# JEST



## JEST

JEST originates from Ilaria Turba's exploration of her own **family photo archive**: five generations of images dating from 1870 to today: a brief history of photography through the author's family archive

JEST – **meaning 'playful act, joke'** - started with the accidental fall of two images: the launch of Apollo 11 and a woman embracing a shotgun. Their association created an unexpected visual paradox.

In JEST, the author photographs and manipulates **photography**, duplicating and staging images, thus creating a 'constellation' that intertwines universal and private stories.

The original prints are the starting point for a visual search that evolves like a game – at times whirling – full of cross references, repetitions, pitfalls and transformations. At the end of it all, it won't even matter whether what you see is real or not.

JEST is a **memory game, playing with imagination, challenging our visual perception** and unveiling its deceitfulness; we see what we expect to see and recognize what we already know.

Playing with irony, unpredictability and absurdity, experiencing a new way of seeing and feeling things, JEST aims at re-awakening our ability to look.

JEST becomes a **series of ACTS of performance and installation**.

In the JEST exhibition, photography is multifaceted. It becomes three-dimensional (the photo-objects), time-influenced (the two performances), collective visual experience (the installations) and mixed discipline blending photography with dance, sound, oral narrative (the collaborations).

JEST is a book released by Peperoni Books (DE) in 2016

On January 19 2018 the first JEST exhibition will open in Nantes, at the Atelier espace d'exposition municipal dédié à l'art contemporain in collaboration with CCNN Nantes and Trajectoires Festival.



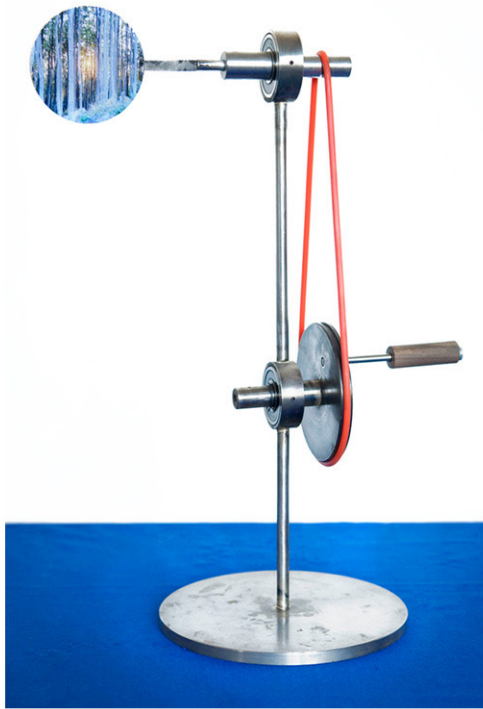




**JEST is full of true lies**  
**JEST is full of truths that lie**

(it's all true | it's all JEST)





## ROOM JEST – Foyer

The foyer will host some JEST ACTS that imply **the participation of the audience**.

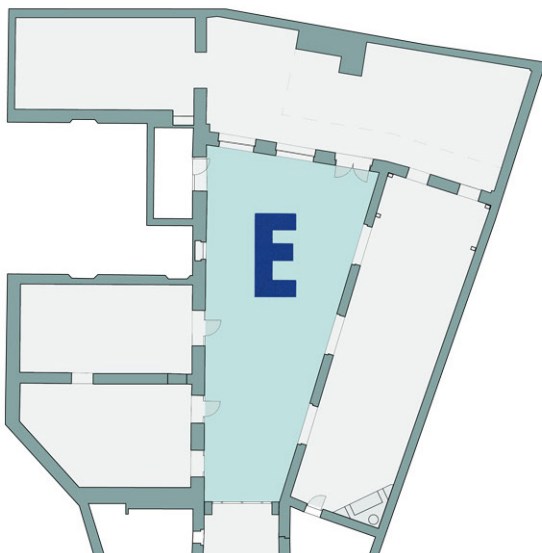
**JEST Memory** is the traditional memory card game applied to the images of JEST and its visual tricks. In the JEST Memory, the images look similar but are not identical - the game is more difficult. In this exhibition, there will be three different tables with three sets of cards.

**Lady T** is a thaumatrope twirling machine. The thaumatrope is an optical toy of Victorian age and consists of a disk with a picture on each side. Twirling quickly, the two images blend into one due to the persistence of the vision on our retina.

Here, the two images belong to JEST, and turning the crank, a third non-existing image is created.

**JEST Kaleidoscope** is a double, oversized kaleidoscope designed with two mirrors that multiply an image. The Kaleidoscope can be used with images from JEST and / or with different images, that visitors select from their family albums and bring along. Once the images are inserted, a new one appears.

The JEST Kaleidoscope can be used in workshops for families with children.



### TECHNICAL REQUIREMENTS

Artworks

#3 JEST Memory spots

each table should be around 60x60cm

#1 JEST Kaleidoscope spot

table size: 160x20cm

#1 Lady T spot

table size 70x90cm

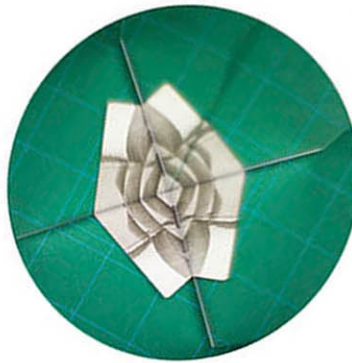
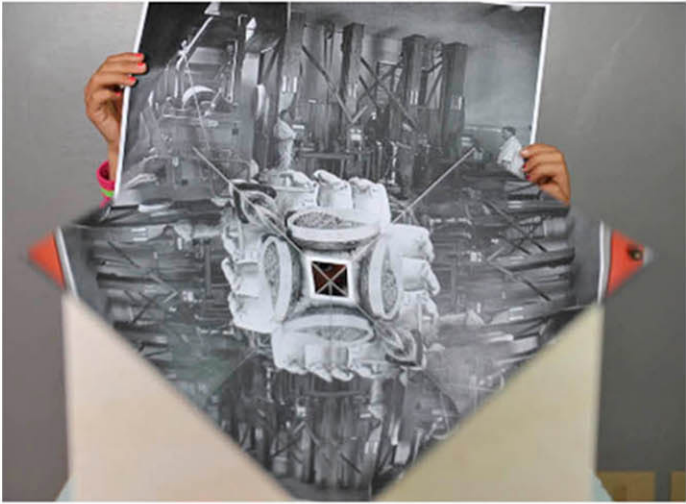
ROOM E should be around 126 m<sup>2</sup> big

Audience interaction:

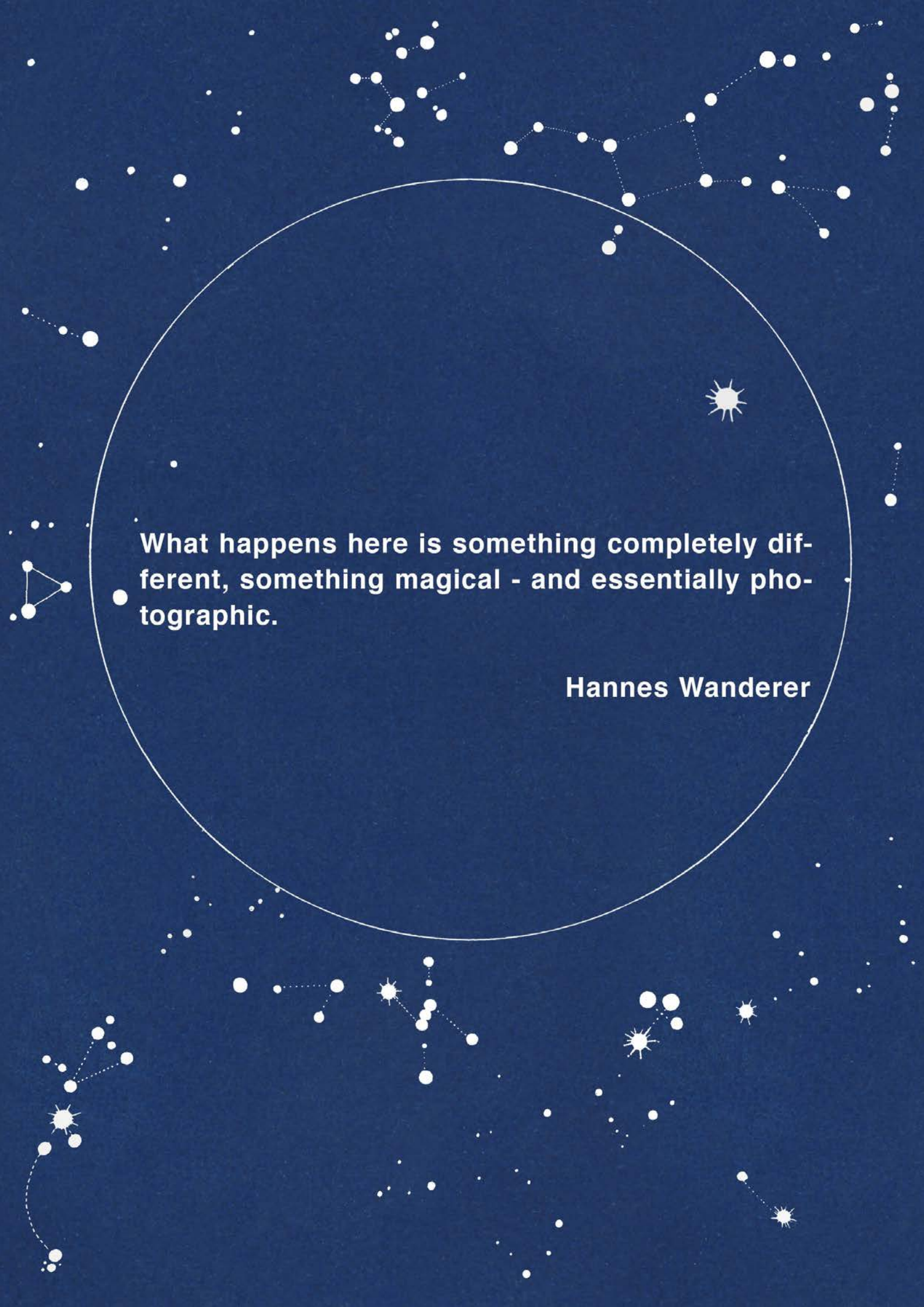
MEMORY: min 6 – max 12 players (10 minutes each game)

LADY T: 3 players every 5 minutes

KALEIDOSCOPE: max 3 players every 10 minutes / this spot can animate a workshop







**What happens here is something completely different, something magical - and essentially photographic.**

**Hannes Wanderer**

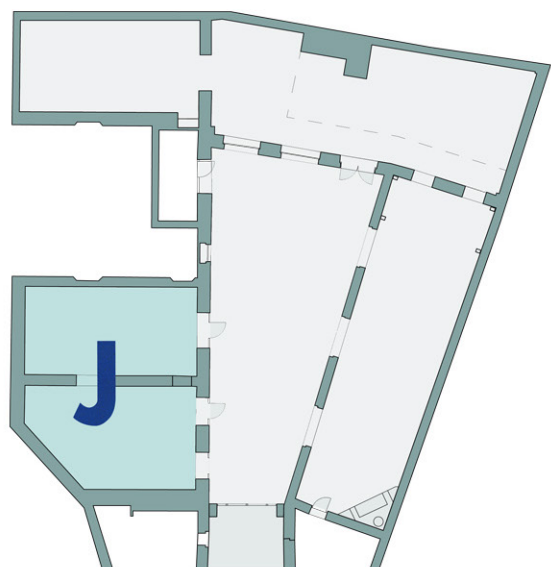


## ROOM JEST - Twin exhibition rooms

At first glance, they look like traditional exhibition rooms, but at a closer look, they turn out to be **two mirror rooms**.

The images exhibited in the two rooms can look the same but are not.

The audience is invited to find the **connections between the images** in the different rooms.



### TECHNICAL REQUIREMENTS

Artworks

#5 prints 200x150cm

#5 prints 100x70cm

#4 prints 70x50cm

#9 prints 35x50cm

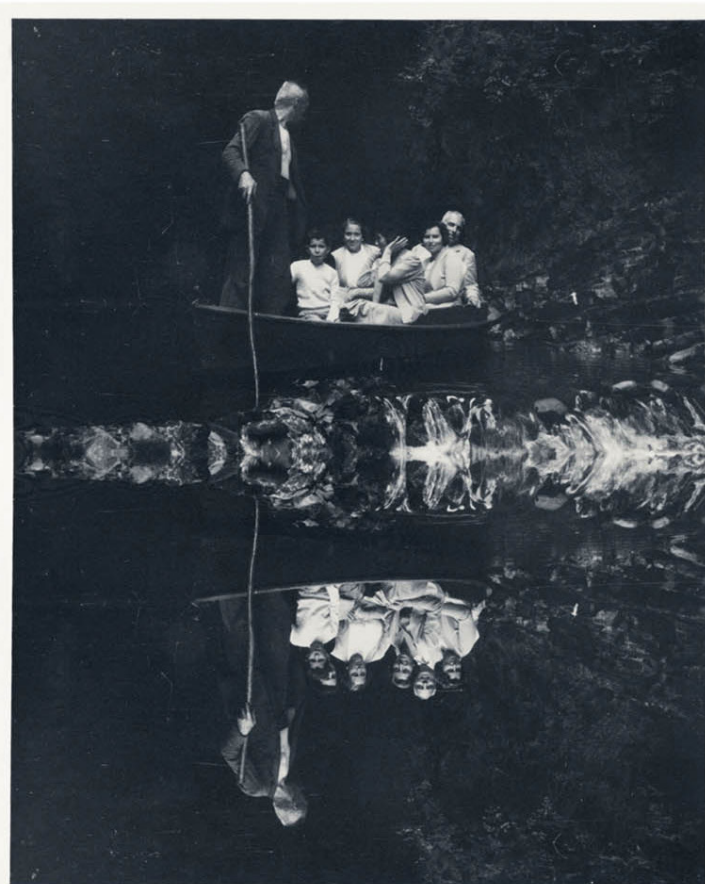
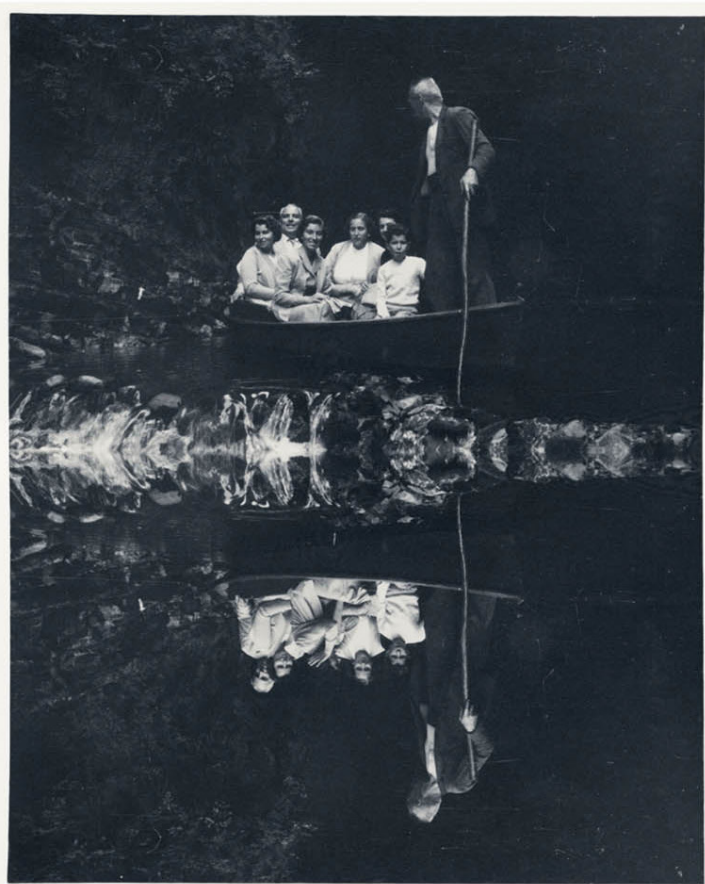
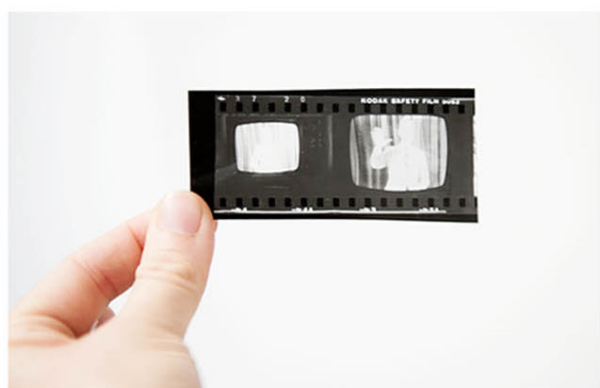
#10 prints 30x25cm

ROOM J should be around 80 m<sup>2</sup> big

Audience interaction:

These are traditional exhibition rooms, there is no other audience interaction






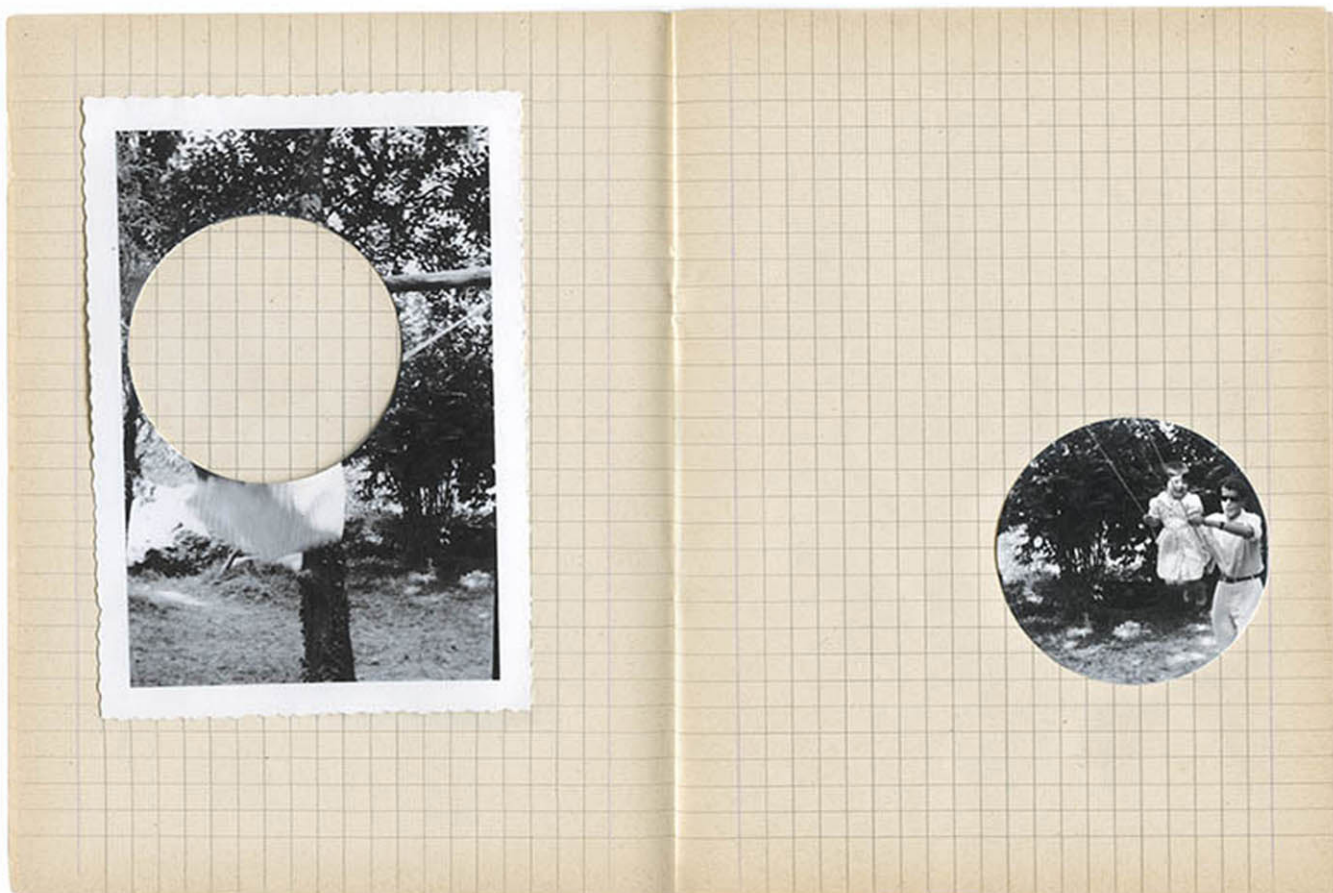








**JEST is an EXperience**  
**JEST is an EXperiment**  
**JEST is an EXploration**



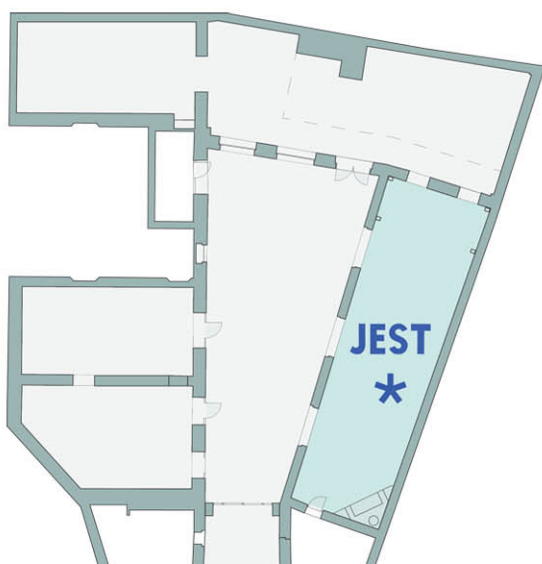
## ROOM JEST – Studio

This room reproduces the artist's studio and shows the **project's work in progress**.

In this room you can physically see the creative process and understand how, starting from the family archive photographs, the artist has created the photo-objects, the book, the constellations, the ACTS.

The material will lie on an extremely long table; some studio images and some artist proofs will be hanging on the walls as notes to the work in progress.

A video will show Ilaria Turba explaining the JEST universe.



### TECHNICAL REQUIREMENTS

Artworks:

#2 prints 200x150 cm

#1 prints 100x70 cm

#2 prints 35x50 cm

#8 illustrated boards (Constellations)

#1 table (size: 500x40cm) with various objects

videointerview (15 mins)

JEST book

ROOM JEST should be around 100 m<sup>2</sup> big

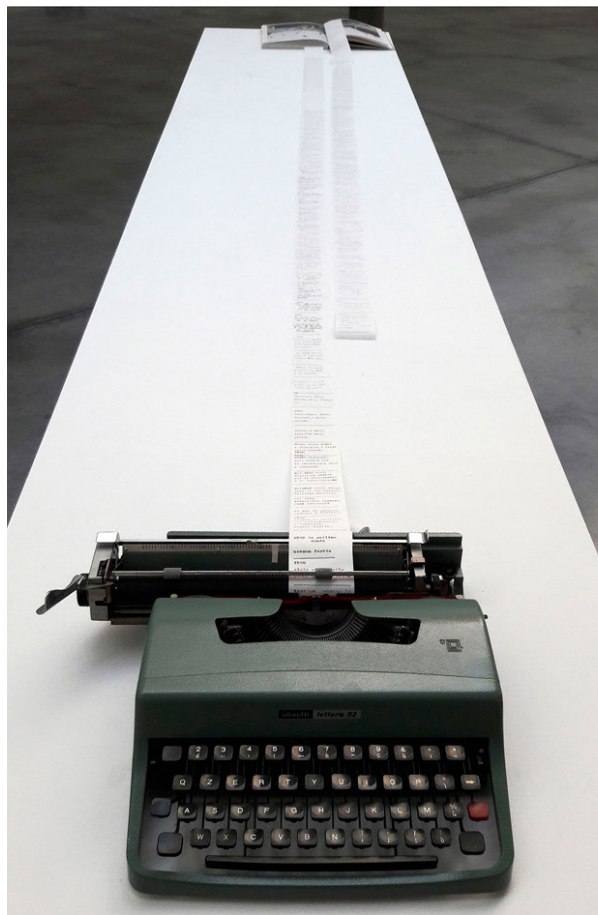
Audience interaction:

These is a traditional exhibition room, there is no other audience interaction









in attesa  
di semafori e  
cambiamento.

2016

i semafori sono  
ancora verdi, ma  
nessun cambiamento.

i semafori vivent  
i sovrastano macchi  
noni imparcheggiabi  
li.

1969

Semafori viventi  
e macchine imparch  
eggiabili.

imparcheggiabili  
semafori in giallo

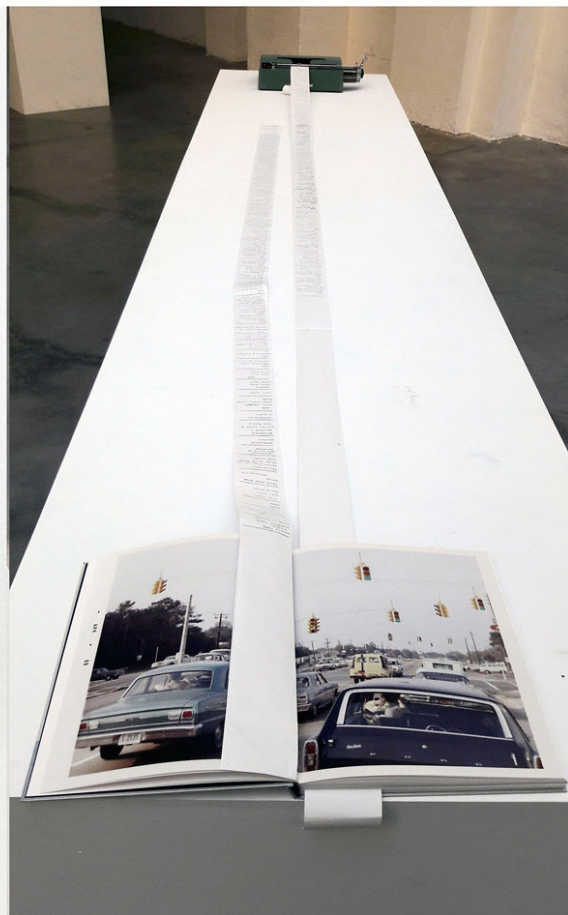
imparcheggiabili  
andate a lavorare.

1969

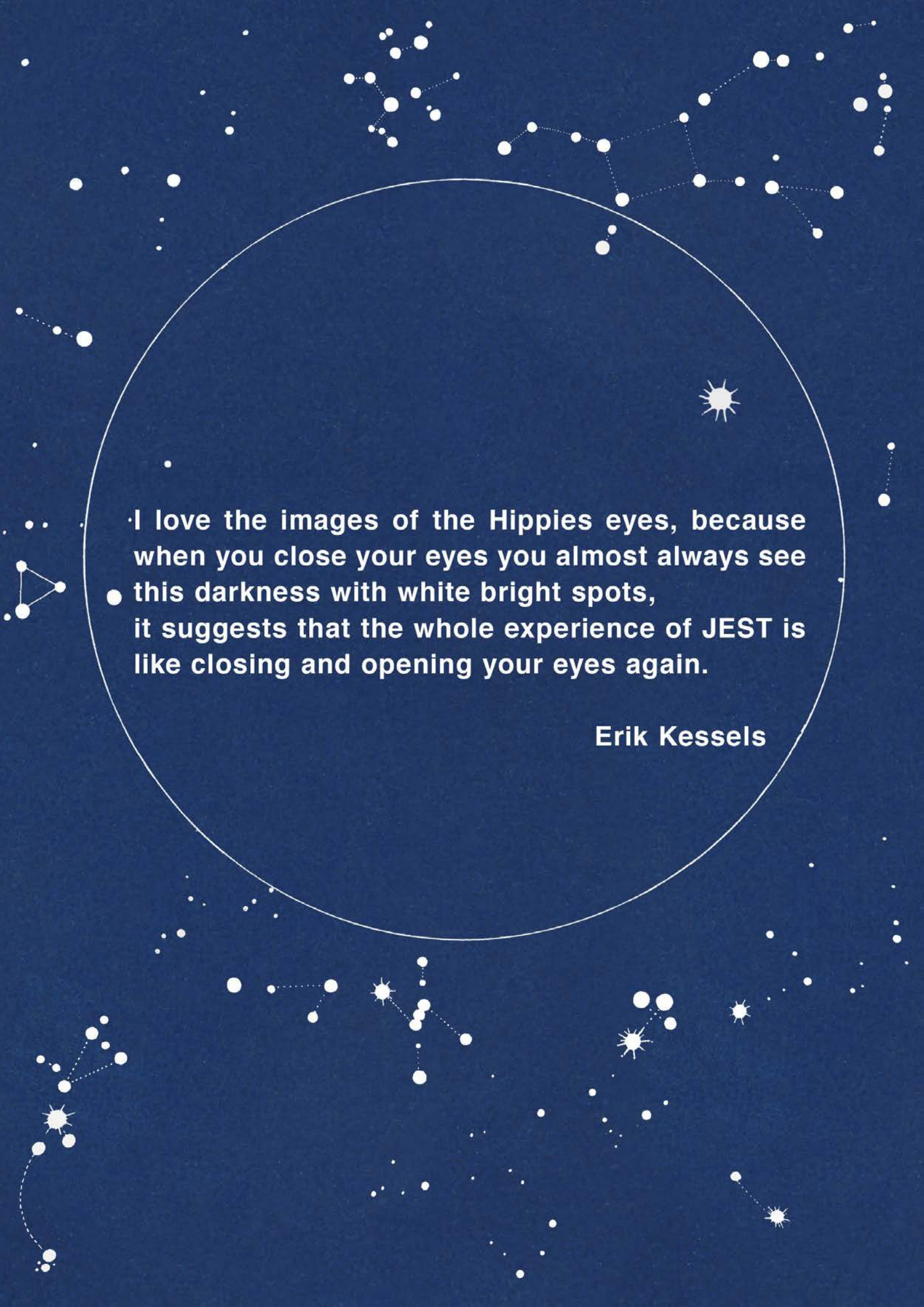
vanno a lavorare  
sotto semafori  
viventi.

1969

Sotto semafori  
aspettando il verd  
e.







**I love the images of the Hippies eyes, because  
when you close your eyes you almost always see  
● this darkness with white bright spots,  
it suggests that the whole experience of JEST is  
like closing and opening your eyes again.**

**Erik Kessels**



## ROOM JEST – The Storm ACT

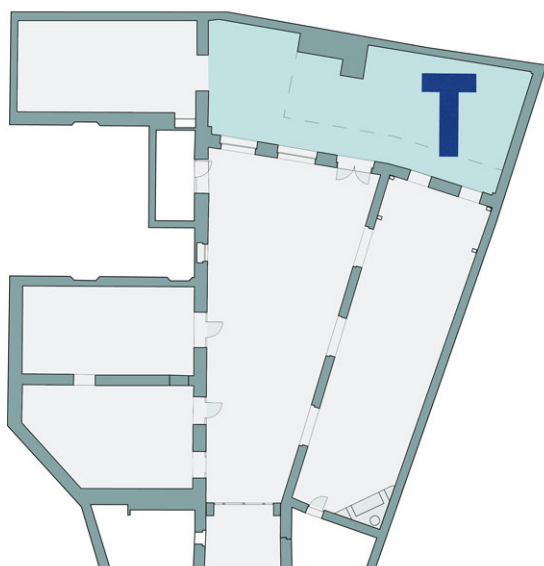
The Storm ACT presented in this big room **changes over TIME**.

Two images of two different storms, each cut in 200 rectangular fragments, are placed one upon the other.

The composition of these 400 pieces changes every day; at the beginning of the exhibition it is complete, at the end all pieces will be on the ground as blown away by the wind.

A glass flask, filled with water, will be placed in front of the wall and will reflect the image, tipped over.

Room soundscape: Storm composition.



### TECHNICAL REQUIREMENTS

One artwork made of 400 paper pieces,  
Size can be arranged according to the location:

minimum size: 200x286cm

maximum size: 405x580cm

- soundscape 'Storm' by Alessandro Bosetti  
(loop, length of track 7:16)

#1 work 35x50cm

#1 flask on a standing

#1 black cube size 40x40x40cm


ROOM T should be around 70m<sup>2</sup>

Audience interaction:

No particular interaction. (There is also a performance associated to this installation)







**JEST is a magic trick**  
**JEST is an enigma**  
**JEST is a rollercoaster**





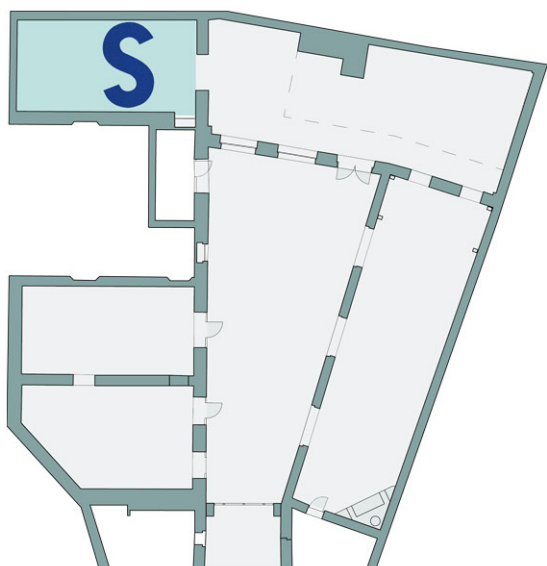
## ROOM JEST - The Fans ACT

This is the room for the FANS ACT, an act that relates both to **dance and to photography**, inspired by a group image showing women of different ages, all carrying a handheld fan.

The performance (that will later be an installation): a performer stands in complete darkness with a white handheld fan. Objects, photographs and three-dimensional paper structures almost magically appear around the performer, among perspective changes and optical illusions. The performance will be accompanied by the audio broadcast of a series of **real secret stories** by different women, gathered by Ilaria Turba both in France and in Italy.

The Fans Act is a 20-minutes performance and will take place on fixed dates throughout the exhibition.

The performance is the result of a collaboration with Ambra Senatore and has been produced by the CCNN Centre Chorégraphique National de Nantes and Atelier, espace d'exposition municipal dédié à l'art contemporain, Ville de Nantes.



### TECHNICAL REQUIREMENTS

Both the performance and the installation are in the making and production is not complete

#1 performer, photo-objects, sound

Installation: photo-objects and sound

Artworks in the antechamber

#1 work 70x50cm

#1 work 35x50

ROOM S should be around 35m<sup>2</sup> (antechamber) + 50m<sup>2</sup> (performance room, depth needed: 10m)

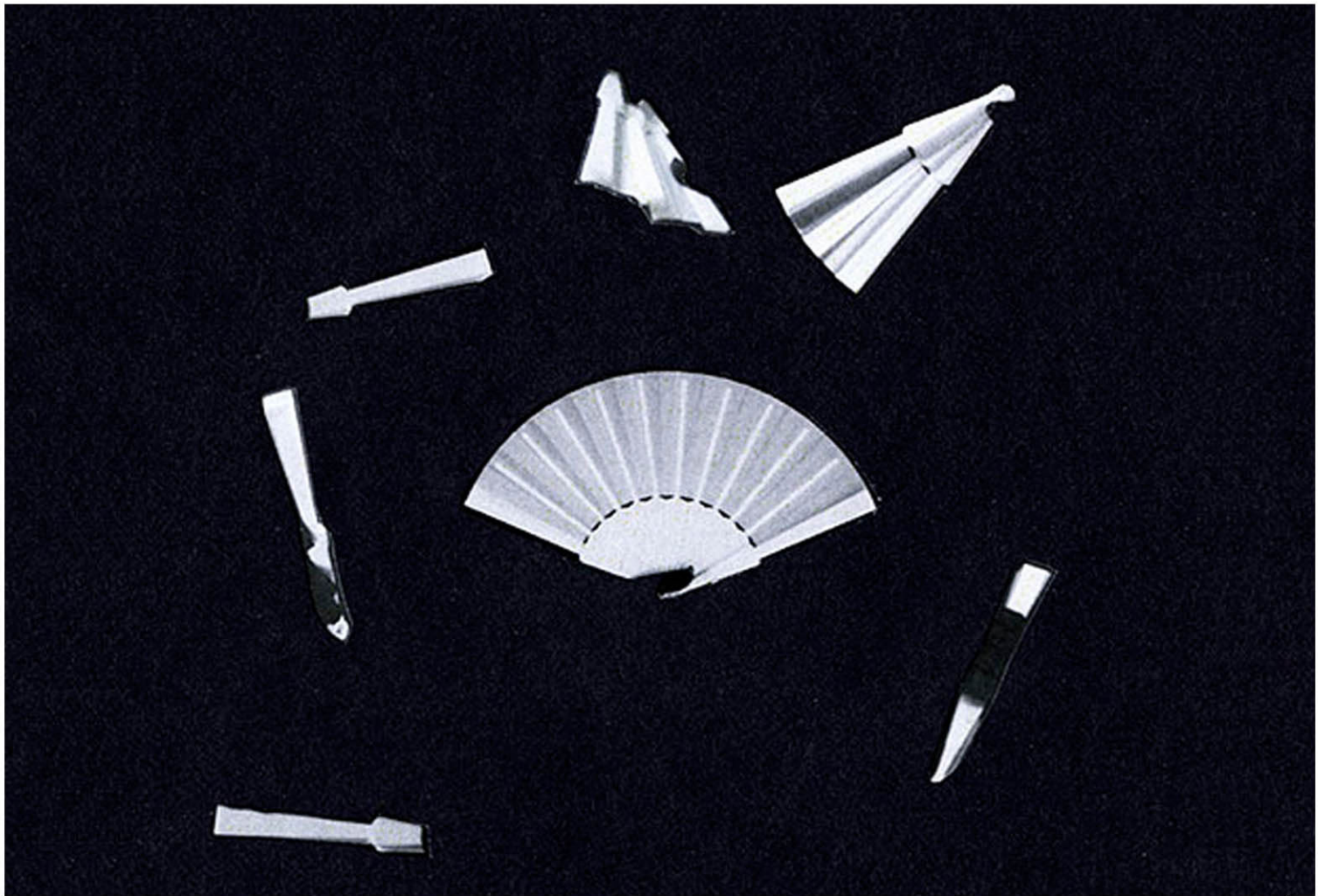
SIZE: 35 m<sup>2</sup> performance room 50 m<sup>2</sup> (depth 10 meters).

The room must be completely darkened.

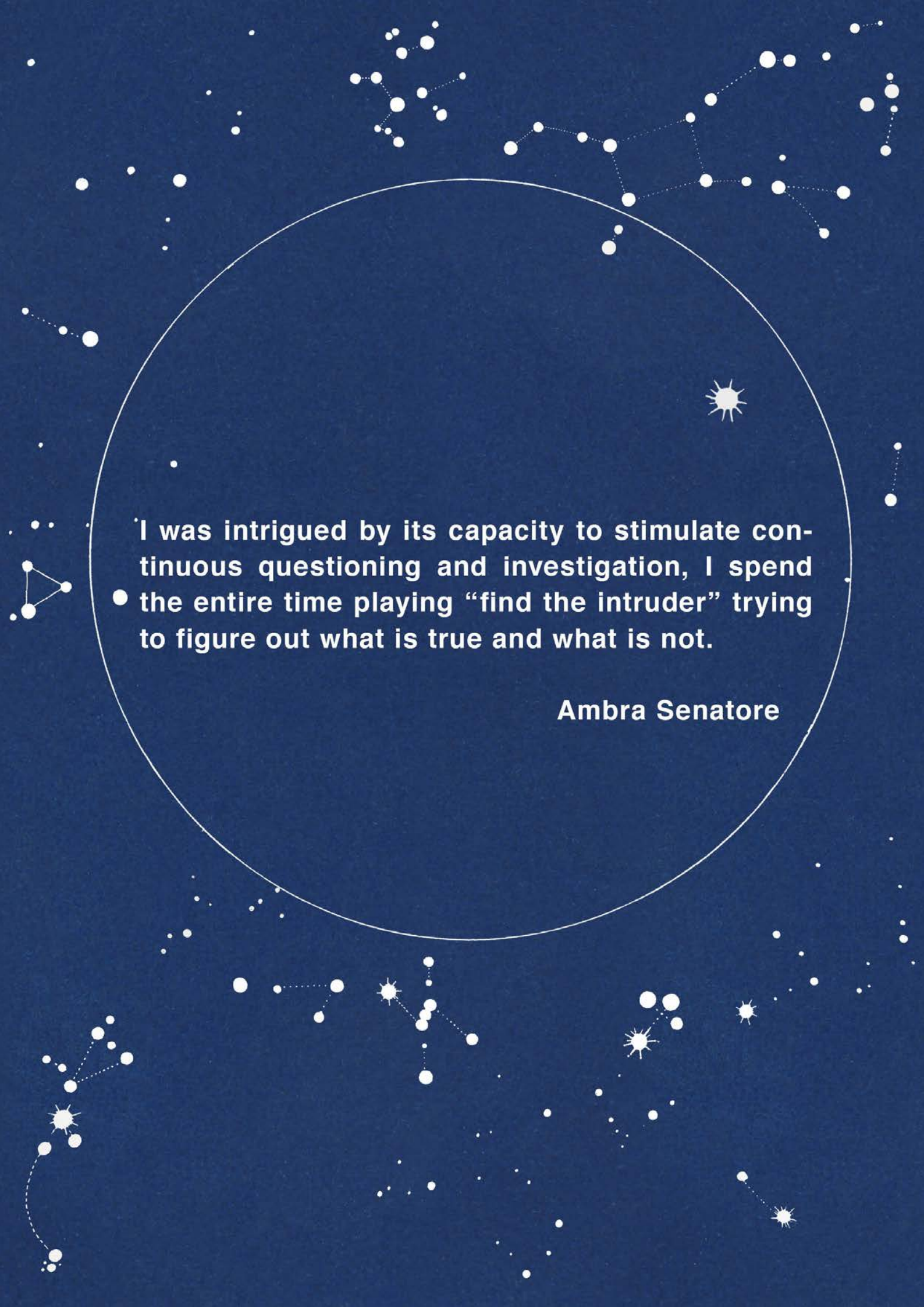
Audience interaction:

The performance will last around 20 minutes and will involve around 20 persons at a time.

Afterwards, visitors will see the installation.







**I was intrigued by its capacity to stimulate continuous questioning and investigation, I spend the entire time playing “find the intruder” trying to figure out what is true and what is not.**

**Ambra Senatore**



## Ilaria Turba

Visual artist. Her favourite media are: photography, video and animation, that she uses to create artworks, installations, site specific and communication projects.

Her works are the result of her **experience, intertwining visual experimentation with other disciplines**: social science, performative arts and oral history, often in collaboration with other artists, artisans and professionals.

Through different formal outputs, and different environmental settings, Ilaria Turba's research shows a clear consistency both in conceiving and carrying out her projects, that often include workshops and / or participative processes, aimed at generic audience or targeting specific groups. Over the last few years she has often worked with kids and teenagers.

Her main areas of interest are: identity and collective imagery, the relationship between present and past (memory) through objects, images, stories and places.

**JEST is her first photobook** and has been released at the end of 2016 by the Berlin-based publisher Peperoni Books. In January 2018 the first solo exhibition of JEST will open at the Museum l'Atelier in Nantes (FR).

### Ilaria Turba has presented her projects at the following Institutions and Museums:

Centre Pompidou, Paris, (FR); Castello di Rivoli, Turin (I); Brooklyn Children's Museum, New York (US); Museo della Triennale, Milan (I); Museo Fotografia Contemporanea, Milan (I); PAC-Padiglione d'Arte Contemporanea, Milan (I); Museo Diffuso della Resistenza, Turin (I); m.a.x. museo, Chiasso (CH); Museo d'arte di Mendrisio, Mendrisio (CH)

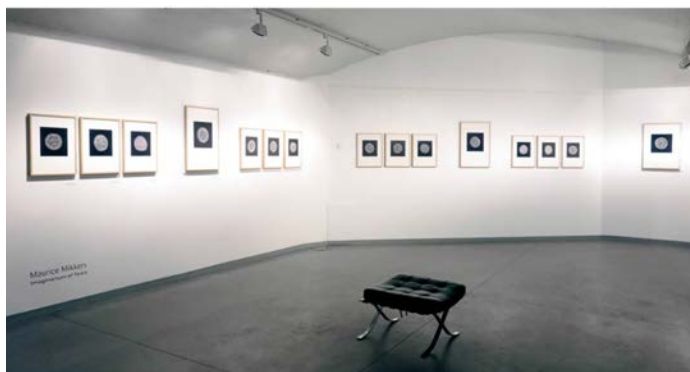
### Festivals and Theatres:

Festival Filosofia di Modena, Modena (I); Festival Fotografia Europea, Reggio Emilia (I); Festival Videoformes, Clermont-Ferrand (FR); Théâtre Louis Aragon – Tremblay-en-France, Paris (FR); Teatro Litta, Milan (I); Csa Friuli Venezia Giulia (I); Festival Orestyadi, Gibellina (I); Festival Castellinaria, Bellinzona (CH); Festival Animac, Catalunya (ES); Festival In Teatro, Ancona (I)

### Collaborations:

Fondazione Giovanni Agnelli, Amnesty International Italia, KesselsKramer, Fondazione Vico Magistretti, Micamera, RSI (Radio televisione svizzera), Fondazione Dalmine, UNASAM, Fondazione Pro-Helvetia.





# JEST

an exhibition by Ilaria Turba

From January 19 to February 22, 2018

L'ATELIER Nantes

espace d'exposition municipal dédié à l'art contemporain

January 20th, 2018

European première of "Eventails" / JEST ACT #5

A performance written in collaboration with Ambra Senatore. Choreography by Ambra Senatore

Texts: Giulia Zorzi

Exhibit project: Marina Malavasi

'Storm' soundtrack / JEST ACT #3 (idem come sopra): Alessandro Bosetti

realization of 'Lady T' / JEST ACT #6:  
Mammafotogramma studio

Coproduction:

Ville de Nantes, CCNN Centre Chorégraphique National de Nantes, Le gran T festival Trajectoires

Con il sostegno di:

Mutty, A14 / per JEST ACT#5 "Eventails"



Centre  
Chorégraphique  
National  
de Nantes

