

At5pm

By Valentina Messeri

The project

The project is defined “artistic” because its conditions don’t accomplish, for example with the ones normally required for a scientific or social experiment; nor in regularity neither in precision.

This project aim is to demonstrate how common prejudices can un-objectively affect our capacity to perceive or describe factual reality.

Materials

Pictures were taken in a south of England environment, mostly Oxfordshire, at given conditions during a period of time, roughly from February 2016 to September 2016. I recently decided to retake project.

CONDITIONS:

- Pictures must be taken at the same time of the day, but leaving a two, three days between an image and another.
- The same phone must be used for taking and modify pictures.
- Post-production must be applied (no natural pictures are allowed).
- A doodle on picture marks when all conditions are accomplished.

Procedure

Take a picture strictly in open space:
every 2 days min. 5 days max strictly
at 5 pm.

Post-production effects are applied to
highlight the fact of extrinsic artwork
and also to stress the intrinsic
meaning to show how we can be
biased against reality.

Publish on Instagram

Create a webspace to show the
ongoing project



For example, through the pictures is possible to observe how weather conditions are not so miserable as common beliefs in the north of Europe.

Hypothesis

— We often populated our experiences with commonplaces, getting to the extreme to pontificate on facts or experiences we only have heard about and never experienced in person.

Hypothesis support

It is so widespread belief that English weather is miserable that even English people believe that.

Showing pictures will prove that “is not raining or cloudy all the time” in a delicate and simple way.



The experiment



What am I expecting at the end of the first part of the project?

I've chosen exhibition as a communication tool; general conclusions are up to the consumers.

Besides, I had some personal observations to expose, as carrying on this project made me aware about my own habits, for example, I realised I was, in most of the case, around the same place at the time pictures have to be taken.

(I guess further personal considerations will show up along the way so...be continued)