

HAPPY BIRTHDAY JOEL_VIA :mentalkLINIK

A project by joël andrianomearisoa

September 19th_October 20th

Zone Zital Ankorondrano, Antananarivo/Madagascar



1

In this project '30 and almost-dreams' standing between a party/celebration and exhibition, :mentalkLINIK is interested in taking a daily life experience as frivolous as celebrating a birthday or receiving gifts, reviving it as a relationship of "simply giving" between acquaintances and non-acquaintances but also positioning it in a groundless place in the relationship of gift as a tool in the give-take relationship.

Objects, non-objects, emotions, sounds, words, smells, desires, experiences, visions, plants etc. _Via :mentalkLINIK _will host all sorts of gifts/presents.

30 years, gifts for the 30 years that a gifted person, Joel, lived. Simply to be giving, because one has too much, for yesterday, for today, for tomorrow... For age 0 to age 30 and for the future... a treasure... A gift that Joel will also be giving to his audience, simply to be giving, because he has too much... to remember and to be remembered...

:mentalkLINIK is envisioning areas where giftwrapping can be done, gifts are exhibited and gifts can be collected. For giftwrapping and packages, it envisions/plans wrapping choices (boxes, papers, envelopes, threads, ribbons etc.) Viewers will be able to wrap their presents in the various fun areas in this space but also take gifts from shelves, open them and look at them and then wrap them and put them back. Some tools such as screens, CD players will be available in the space, serving audience's needs.



The space will extend a sensation of an unfinished birthday party. Until the end of the exhibition, Joel's birthday will be celebrated everyday. The joy and weirdness of giving gifts, the curiosity, making the gift public, stripping away its privacy and creating a treasure for Joel...

:mentalKLINIK requests all participants (other ~29 people) and audience to bring a present/gift for Joel's birthday party_VIA :mentalKLINIK _ space is constantly renewed by the audience and participants.

Whereas :mentalKLINIK creates this occasion/form, designs the shell, mediates and also, as exhibition participant, is the first to receive the gifts and pass them on to Joel. At the same time, it passes on Joel's gifts to the viewers in the _VIA :mentalKLINIK _ space.