CRUCIALLY IMPORTANT DISPOSITION OF FLUORESCENT PINK ROSE PETALS IN SPACE

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ABSTRACT
Computer technology and ambient media are playing an important role in contemporary art. They enable artist to implement a new approach in integration of audience into an art work, and vice versa. The content of the artwork is enriched with completely different meaning. The spectator becomes not only the legitimate part of an artwork; he is also its co-creator.

When I create ambience or artistic installations, I am never doing it with any kind of predomination. I don’t think beforehand. It is not my intention to solve any problem, to point to a problem or its solution, or to comment or judge anything. Everything is perfect just the way it is, anyway. My only motif and intention is to absolutely enjoy, and to share this feeling and emotion of joy and fun. I simply follow my instinct, my intuition and my bliss. Ideas come spontaneously, with absolute joy.

I feel that good artwork consists of two parts. One is small, the one that is observed by senses, or eyes, ears, touch. This is an initial impulse for the consumer; it is not wise if this part is descriptive, too obvious, because it would distract another, bigger part of an artwork. This part is happening in spectators mind and heart, this is an invisible part.

Keywords
Art, artistic, installations, motif, co-creation, content

INTRODUCTION
There is an excellent example of integrating a spectator in an artwork in Rembrandt’s painting “Night Watch”. Instead of painting portraits of a people who are just posing for a painter, he created the theatrical scene, costumes, plot on a stage, lightning effects. The spectator couldn’t resist being involved and integrated in a picture with his mind and emotions, but still without really becoming a physical part of an artwork.

I am also trying to offer a different approach and make a synthesis of all the elements of an artwork, and to integrate a spectator in an artwork physically as well, enabling a creation process to flow in the following directions: author-artwork, spectator-artwork, author-spectator-artwork. I use ambient media approach for this process. I am producing ambience or artistic installations for more then ten years.

- In “Nasturtium”, (artistic installation, 1999, Contemporary Art Gallery, Nish, Serbia), the spectator could move trough the abstract forest which was composed of digital prints of a leaves wrapped around the pillars of the gallery, small mirrors waving from the ceiling, and empty gallery walls. Outside the walls there was a real forest in the park. The subtle reflex of the spectators in the mirrors made them being a part of an artwork.
  http://www.aleksandravasovic.com/nasturtium.htm

- In the second part of “Only the ball” (artistic installation, 2001, Center for Cultural decontamination, Belgrade, Serbia), spectators were able to move and play with the parts of an installation which consisted of computer animation and balls for basketball and lightning effects.
  http://www.aleksandravasovic.com/onlytheball.htm

- In “Diamond” (artistic installation, 2007, ULUS Gallery, Belgrade, Serbia), spectators were directed to move in the certain manner. The artwork consisted of computer animation of a huge rotating diamond, digital prints with sequences from the animation, and lightning effects.
  http://www.aleksandravasovic.com/diamond.htm
In “Golden Room” (artistic installation, 2009, Querera Gallery, Belgrade, Serbia), which consisted of computer animation and lightning effects, spectators were able to take an impression that they are in a golden room, which had no doors nor windows, and to see the reflection of the total situation in the ceiling mirror of monumental size.

http://www.aleksandravasovic.com/goldenroom.html

DESCRIPTION
“Crucially important disposition of fluorescent pink rose petals in space” is artistic installation which enables the spectators to be a surface for presenting the computer animation. Art installation consists of computer animation of fluorescent pink rose petals flying through space with some lightning effects incorporated in animation itself. Lightning effects are fluorescent pink light which sparkles from time to time. Animation is presented on the walls and on the several semi-transparent vertical backgrounds that are hanging from the ceiling to the floor. Animation is also presented on the bodies and faces of the people walking through space between the semi-transparent surfaces. When somebody is exposed to animation and its lightning effects by walking through the space, it seems that the observer is a part of the installation and the installation is a part of the observer. There is an interaction between all elements of the installation, including the observers. The disposition of fluorescent pink rose petals in space changes every second and makes different scene and impression. Every scene is different, the scenes are never the same, they are in constant state of change. Also, everybody has his own interpretation of the scene and impression. So, everybody has infinite number of completely different scenes and impressions. For the visitors, each of them has crucially important disposition of fluorescent pink rose petals in space, because it will be gone and change completely in the very next moment, and will never be the same.

The computer animation is presented by one or several computers or DVD players and a video bim projectors. This artwork also exists in a form of paintings, drawings, digital prints and on the web. The digital print version has been exhibited at VIII Salon de arte digital, 2009, Museo de Arte Contemporáneo del Zulia, MACZUL, Venezuela, and got the special recommendation of the jury.

http://www.aleksandravasovic.com/rosepetals.html
http://www.youtube.com/user/artasv#p/u