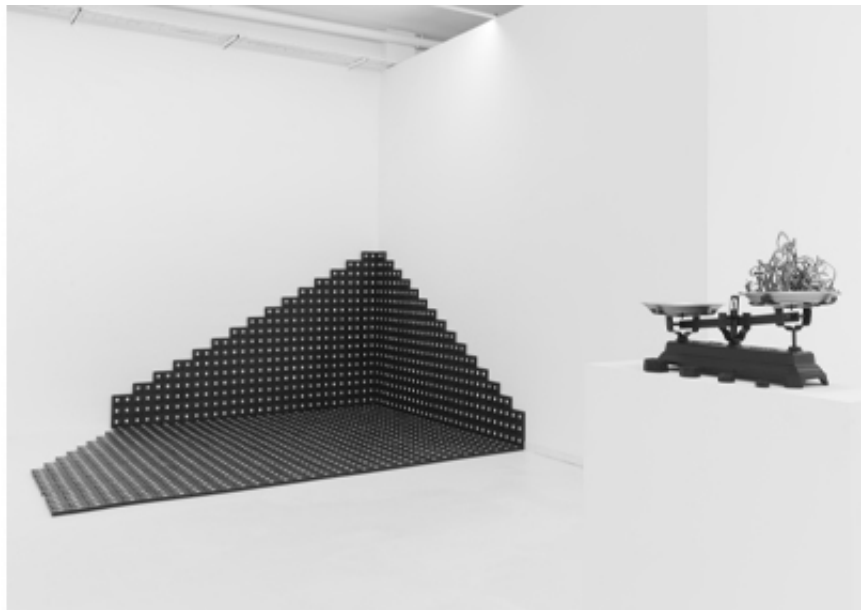


## 39. The Observer Effect



The Observer Effect, mounir fatmi, SF Publishing, 2021

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"The Observer Effect, la exposición que ahora presentamos, reúne una serie de producciones recientes con las que el artista explora nuevos modos de creación a partir de elementos que ya son paradigmáticos de su obra como la tecnología analógica y la palabra escrita. El título hace referencia a la teoría de la física cuántica mediante la cual el observador influye en la materia observada. Algo similar a lo que se conoce en psicología como el efecto Hawthorne que establece modificaciones en el comportamiento de los individuos en respuesta a la autoconciencia de ser observados.

Análogamente, Marcel Duchamp declaró: "Creo sinceramente que la pintura es tanto del espectador como del artista". Con estas referencias, mounir fatmi propone que el espectador se someta a la observación de una manera inusual, mirar y ser visto desde otro punto de vista, transformando y alterando las obras en un juego de reciprocidad.

En definitiva, mounir fatmi nos presenta en The Observer Effect un recorrido plagado de trampas; un espacio austero en el que el espectador se enfrenta a obras que cuestionan el poder de la imagen y propician la reflexión sobre los efectos nocivos de los discursos hegemónicos en la historia, la interpretación, la memoria y la identidad."

"The exhibition we are now presenting, The Observer Effect, brings together a series of recent productions through which the artist explores new ways of creating from paradigmatic elements that have been present in his work: analog technology and the written word. The title refers to the theory of quantum physics by which the observer influences the observed matter. Something similar to what is known in psychology as the Hawthorne effect that establishes modifications in the behavior of individuals in response to the self-awareness of being observed.

Similarly, Marcel Duchamp declared: "I sincerely believe that painting belongs to both the spectator and the artist." With these references, mounir fatmi asks the viewer to submit to observation in an unusual way; look and be seen from another point of view, transforming and altering the works in a game of reciprocity.

In The Observer Effect, mounir fatmi presents a journey full of traps; an austere space in which the viewer is confronted with works that question the power of the image and encourage reflection on the harmful effects of hegemonic discourses on history, interpretation, memory and identity."

"The VHS tapes that conform this piece, filled with images and sounds, full of information that now stays encrypted given the impossibility of reproducing their content, due to the practically non-existence of devices to view them, becomes an archaic prefiguration of that contemporary black mirror that, with the force of a black hole, traps everything inside, dispossessing us of our true essence, leaving us without a clear path of return, absorbing our attention, our lives, our concerns, our desires and all our fears."

Fernando Gómez de la Cuesta, March 2021