



# CONNECTORS

TIED TOGETHER

## OVERVIEW

**PROJECT TITLE: CONNECTORS**

**TECHNICAL DETAILS:**

- TWO COLOURS YARNS
- TV SCREEN 1.65x1.00x0.05m
- TV FRAME 1.65x1.00x0.05m
- COMPUTER
- HDMI CABLE
- CELLO TAPE
- SCISSORS

**BUDGET TO PRESENT THE ARTWORK:**

- TWO COLOURS YARNS - 5 EUROS
- TV SCREEN - 400 EUROS
- TV FRAME - 15 EUROS
- COMPUTER - 300 EUROS
- HDMI CABLE - 15 EUROS
- CELLO TAPE - 2 EUROS
- SCISSORS - 3 EUROS

**TOTAL:**

**725 EUROS**

## CONCEPT OF THE PROJECT

The introduction of social media in the digital world has created new glorified opportunities that are talked about daily. Although in recent years, there has been a rise in debates about the challenges of

these technologies, these challenges have never been effectively communicated to our generation.

We tend to neglect the consequences of technology and its advancements because we are physically and mentally blinded by its power. For example, no matter how much talk there is about how bad and toxic social media gets, we find it harder to spot because we can't see its effects. Although, there will always be those who play the devil's advocate, and stand up for social media. As students, we spend most of our time in front of screens, our eyes constantly glued to our computers, spending tireless hours working. Yet, it is ironic that at the first chance we get, we waste the remaining hours on a different screen, our phones. Interacting with friends and family and even strangers on platforms like snapchat, instagram, facebook ect.. We've become so accustomed to technology that not using it is unthinkable and maybe even impossible. Using our phones, and by extension social media, is now an involuntary act, just like breathing.

In light of our research about how impactful social media is in our day to day life, we've found some common ground in all of our experiences. Yes, social media is a powerful tool when it comes to convenience and ease, making everything from online shopping to maintaining communication with "long distance" relationships accessible to all, free of charge. It's a phenomenon that has altered society, but it has also altered our perception. We've become too dependent on communicating through our phones that it's damaging our connections in the real world.

As soon as we've charged our phones and they're ready for use, we remove the charger, but we plug ourselves in the phone, projecting a persona in the virtual world. The phones begin to be intertwined in a web of strings, reflecting our dependency to it. As our grasps tighten around the phone, the web begins to travel up the arm and around our bodies, almost suffocating us, while we remain unbothered by this occurrence. We become wrapped up literally and figuratively by these makeshift connections that live in our phones. But in reality, we are faced backwards to the people that mean the most to us, not even realising that they are actually next to us. We neglect what's really in front of us, prioritising these artificial strings that connect us to each other because of ease and convenience.

This piece evokes a sense of loneliness that is unique to these new circumstances that confuses all users, not knowing how to fix the problem since even the core of it is alien to us. The music, along with the sound of the messages, creates an eerie background that induce goosebumps and tension to the exhibitioners, finally realising the extent of the situation we are all in, and the fact that we restlessly and unconsciously remain prime contributors. The actresses' faces are cut off, transcending the limits of the frame of the screen, which adds a mysterious atmosphere to the video, yet a relatable one. Any one of us could be and are in the exact situation. It's not about revealing the identity of the users but, allowing the visitors to project themselves onto the screen, facilitating their reflection and creating a better interactive experience.

Adding on to the experience, the strings that wrap around the girls. With the pop of colour, allow these connections to cut across the confines of the 2 dimensional state of the video and to be portrayed in the real world, making it easier to understand. A special touch is a small icon on the side of the screen that indirectly implies that we cannot touch or modify the screen whilst the video is playing, metaphorically paralleling these bonds that we cannot access with our own senses. But with the string, the connections become something we can see, touch and feel, which makes it a much darker reality. It's a subject that we must all face. When we lose our phones, or in the case of the video, when the user's phone dies and they disconnect, the strings from that user are broken. Even though we cannot see these strings, they are very much present in our day to day lives.

These strings can be seen as an extension of our veins. They link the phones to ourselves like veins link every part of our body to our hearts. The phones are at the centre, centre of the frame, centre of their relationship, centre of their addictions. Once the connections between the two are severed, the user who's lost their phone, has lost what was the only medium to communicate with her friend. So they begin to rip the strings apart, freeing themselves from the confidants. Even though they are right next to each other in proximity, they cannot communicate, preventing themselves from forming a true tie. One that isn't so fragile or conditional. But this rupture has a deeper meaning. Once the phone dies, the organ that pumps life into us by rhythmic contractions, just like a heart, gives out. The connections are taken apart, and the "veins" aren't functional. The user shuts down like the phone, and falls to the ground, no longer being able to stand without this external life force.

"Connectors" explores the isolation and constant perpetual need of knowing and our desire of satisfaction we all seek. But this hunger can only lead to more misery, transforming us into this vegetative state of being that is forever dependent on a small piece of metal. Meant to represent a huge stepping stone of human innovation, these elements are turning us into connectors, always looking for the next boost of this "electronic heroin", instead seeing the world through a filtered artificial lens.

## TEAM MEMBERS

| NAME               | TASK  |
|--------------------|---|
| NINA MOYNET        | FILMING/CONCEPT                               |
| ALISA GARCIUC      | ACTRESS/CONCEPT/PDF COMPLETION AND DESIGN     |
| CLARA DISSERT      | ACTRESS/FRAME MAKING                          |
| LOULWA KARAKI      | PDF CONCEPT DESCRIPTION/PICTURES TAKING       |
| ALAA BELAL         | VIDEO EDITING/UPLOADING                       |
| FERNANDO MUÑOZ     | MEASUREMENTS OF THE INSTALLATION/FRAME MAKING |
| ANNA EDGECOMBE     | HELP THROUGHOUT THE PROCESS                   |
| MARIA STATHOPOULOU | HELP THROUGHOUT THE PROCESS                   |

# PROJECT VISUALISATION



