
The everyday things tell
secrets to those who
know how to look and
listen.

—Gianni Rodari



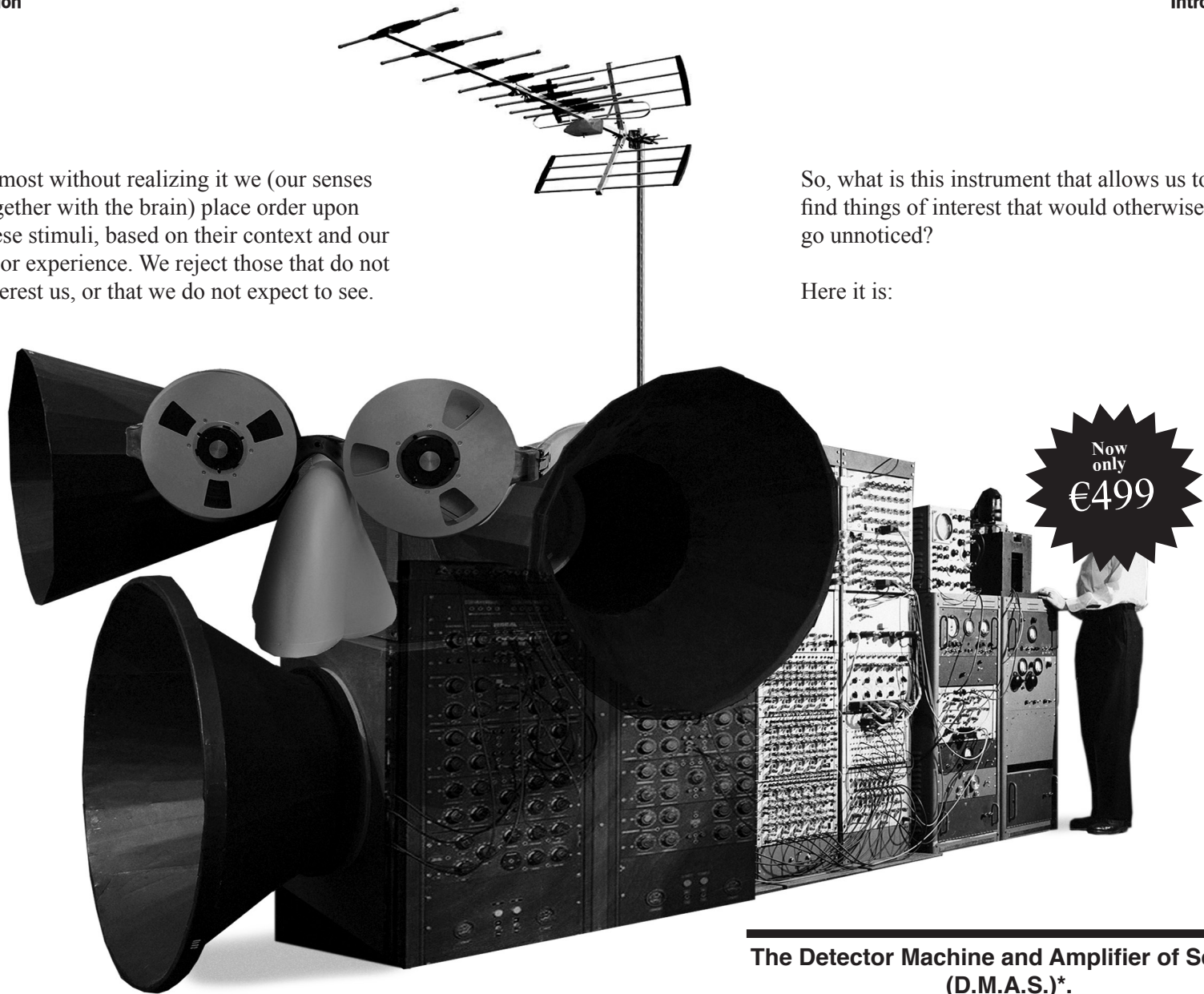
At every moment of the day we are surrounded
by many melodies encoded as radio waves.
However, it is impossible to listen to them

unless we have an appropriate tool,
such as a radio.

Almost without realizing it we (our senses together with the brain) place order upon these stimuli, based on their context and our prior experience. We reject those that do not interest us, or that we do not expect to see.

So, what is this instrument that allows us to find things of interest that would otherwise go unnoticed?

Here it is:



**The Detector Machine and Amplifier of Senses
(D.M.A.S.)***

DECEASED

NEEDS

ENTERED

CONTEXT



It is more likely that the same stone will capture your attention when displayed in a museum of archaeology:

but would you look at it for more than three seconds?



Even monkeys
are creative!


The ability to create new relationships between two (or more) things is called creativity. This word is often used in the art world and associated with something mysterious or divine. But creativity is not a talent. It is not a gift or a divine intervention. It is a way of operating that every one of us is already doing, at different levels.

If a monkey wants a banana that is too high to reach, it sees a wooden box on which it has played many times before, establishes the relationship between the different heights (itself, the tree, and the box), climbs on the case, and takes the banana.

A person without creativity would die of hunger.




Sure!?



Every child is an artist.
The problem is how to
remain an artist once he
grows up.

—Pablo Picasso



That's why you
look so old for
your age!?

From this perspective, a museum becomes an instrument, a sort of kaleidoscope: our attention is constantly stimulated to learn how to look, listen, and interpret what surrounds us differently.

People who do not know what a nuclear space telescope is or how to use one might easily end up considering it useless or inessential to their lives.

This is similar to how many people consider contemporary art.

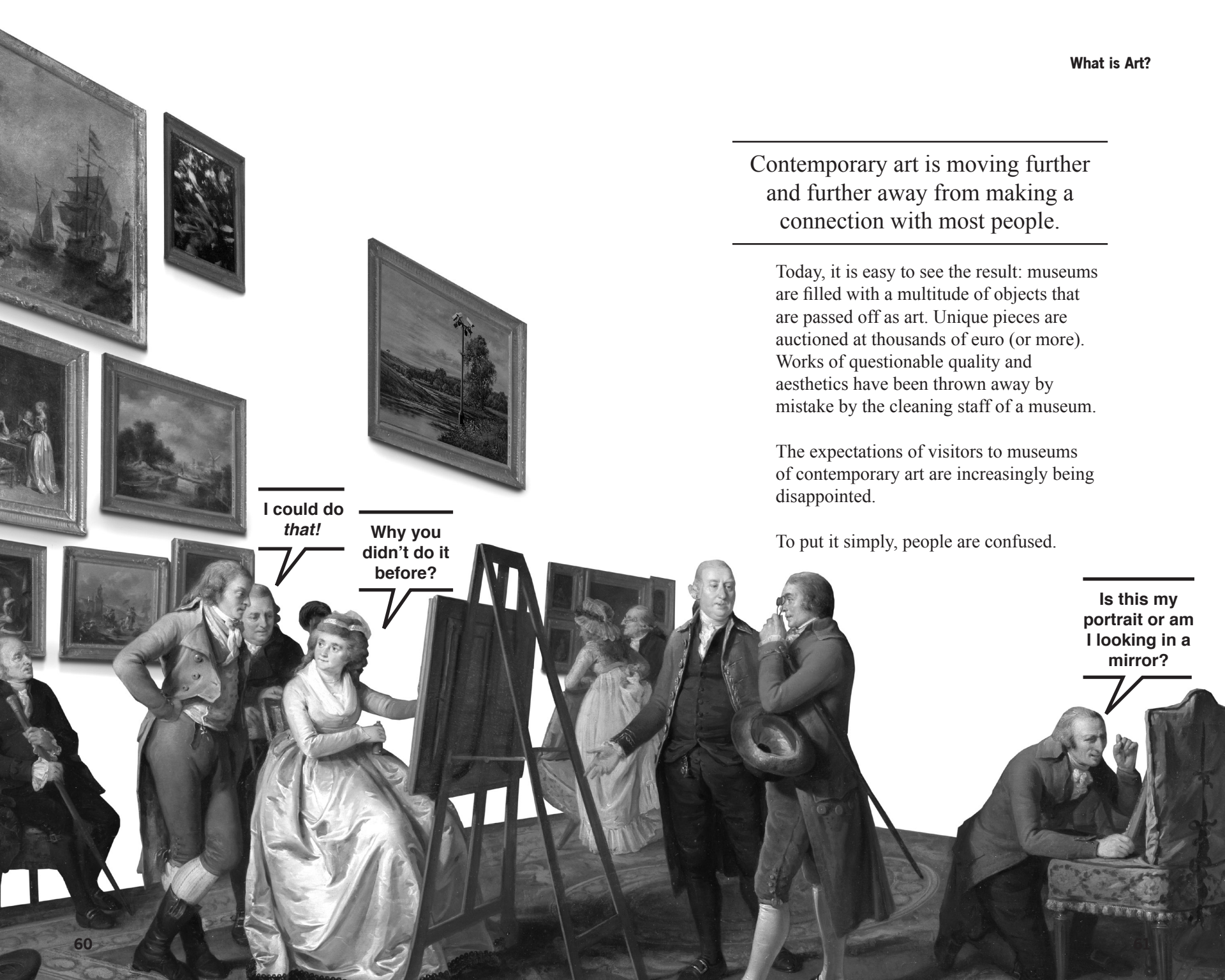
People truly want to understand contemporary art, but they may become confused and perplexed. So they reject every form of art that they do not consider a true copy of reality, preferring art where they can, at least, recognise the manual abilities of the artist, even if they could not themselves explain or replicate them.

This is why it is important to understand what art is and how it can be used.

Art today is a new kind of instrument, an instrument for modifying consciousness and organizing new modes of sensibility.

—Susan Sontag





Contemporary art is moving further and further away from making a connection with most people.

Today, it is easy to see the result: museums are filled with a multitude of objects that are passed off as art. Unique pieces are auctioned at thousands of euro (or more). Works of questionable quality and aesthetics have been thrown away by mistake by the cleaning staff of a museum.

The expectations of visitors to museums of contemporary art are increasingly being disappointed.

To put it simply, people are confused.

I could do *that!*

Why you didn't do it before?

Is this my portrait or am I looking in a mirror?



Photo courtesy of Glen Scott

69
London

This work shows the remnants of different posters stuck to a black metal surface. I thought of the posters by Mimmo Rotella. If this had been exhibited at the Venice Biennale, I would not have given it a second look. But here, is it the unusual

location that makes this work worth looking at? Did the anonymous author who made it, purposely leave out the “69” or was he just too lazy to remove everything? And what does he want to communicate to us?

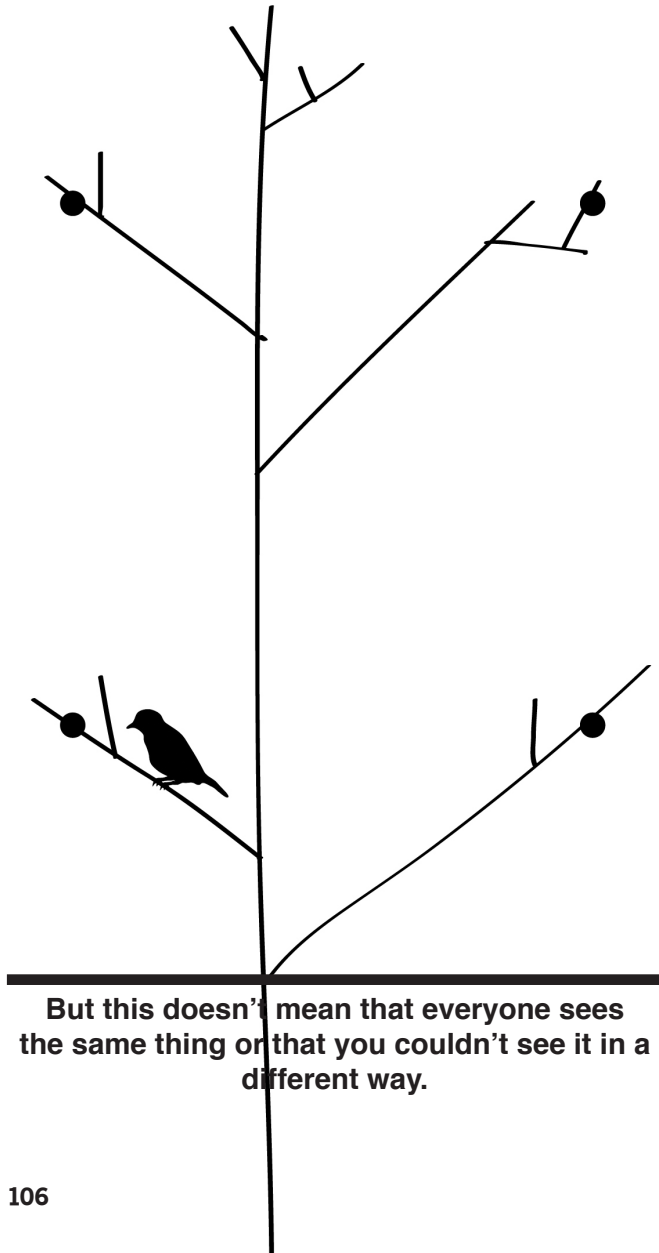
Secret Poem

London

At first look, it appears that these signs seem to have been made randomly, but when we look at them more carefully we realize that they might be following a— language like—precise pattern and rules. If we look more closely, we can discover the small English subtitles left behind on those illegible signs. It is very rare to find a work with such an explicit explanation.



Photo courtesy of Maartje Jaquet



But this doesn't mean that everyone sees the same thing or that you couldn't see it in a different way.

An artwork can enable us to visualise the world through the eyes of others: giving us the chance to see familiar aspects of the everyday from a fresh perspective.

In other words, art reminds us that there is not one singular way of doing and seeing things, that problems can have more than one solution, and questions more than one answer.

And, above all, that every story can end however you want. If you want it to.

My story, for example, ends like this.