

Thomas Demand - Clip 19

The media is my landscape

If you imagine that you are a painter in the 18th century you would go out and you would find a tree interesting enough to make a painting of it, which is kind of...takes a lot of time and a lot of effort to do. You would end up with a painting of a tree and it would be a very romantic thing and you would find it possibly in the gallery here as well. To-day I think you know all this ...it looks like there are now enough trees being painted for the time being and I can't... as an artist I can't go out with the same innocence that somebody 200 years ago could. I realize that the landscape I'm surrounded with, it's not the trees so much it's the media, it's like the representation of the world in another form, like you know TV, newspaper or like in a broader sense photography, cultural production, whatever reflects or gives us the guidelines for what we should think...who is the president, what is the president, you know, where am I, what am I doing this for and all these kind of elements of personal individuality. I think to a rather big degree they are determined nowadays by media, through a mediator's idea or notion of reality in fact. And so I imagine the media as my landscape now and I'm driving the bus through it and show you some peculiar sights or something like that so for me the media is a production side of reality and I'm trying to kind of cope with that, I'm trying to find ways of getting a foot in the door there basically.

