

The Paradise Institute: Controlling the mood

Janet Cardiff – Clip 11

George: We're always trying to create an experience, I think, for the viewer that is not only interesting conceptually to us and maybe the art world, but as well hopefully entertaining, so that mood, drama- those sort of things- play into the way the scripts develop. In Paradise especially, we really wanted the experience to be linear, so that we could control that, so that the people go in.... Quite often in the art world video installations, you go in and you walk in the middle of it and you kind of watch it half to the end and then you see the beginning again. It's frustrating, I think, when you're an editor- I was a video editor in Toronto for many years and you work in a way that you want things to be; you control the mood by controlling what happens at what time, so that's why we set up Paradise to be a linear experience. You go in, you sit down, it starts, and it builds up to this sort of climax at the end ...