



Robert Fones - Clip 4

“Insert, Press, Deposit”

In the case of “Insert, Press, Deposit,” it’s a piece from 1989, and, like “Butter Models” it’s about industrial production represented by the three hands, which are pictograms of hands and they are very enormous big industrial-looking hands. And they’re all taken from contemporary industries or networks, very large corporate industries, I guess. One hand is from Bell Canada, the other hand is from the Interact symbol. And the other hand is just from a hand dryer in a wash-room. And those three contemporary pictograms are connected with images from a different culture, the Hopewell culture, which flourished in Ohio from 500 BC to 500 AD. And the earthworks that you see on the photographs, that are mounted on the card, the button and the coin are images of earthworks from that culture, which had a different kind of industry, a different kind of economy, produced different types of objects, the largest of which were these earthworks. They’re just two different cultures, that coexisted in the same geographical region but at different historical periods and based on two totally different kinds of economies.

