

StraightUp@ExtraDry Video art award - I edition 2017 / 2018

NATÁLIA TREJBALOVÁ
MARCH 27th – JULY 2nd 2018

Natália Trejbalová is the fourth artist selected for **StraightUp@ExtraDry**. Her research is conducted through digital video, using advertising imagery and videos taken from YouTube, together with new footage to penetrate the hyper-real capitalist imaginary, selecting some of its most inconsistent aspects, such as the exoticizing gaze of the western world regarding what is foreign to it. Her works are also capable of establishing a visual dialogue with the viewer, raising and challenging certain themes like capitalist consumption and ecology, through manipulation and reinterpretation of the universe of glossy images with which we are visually bombarded on a daily basis.

For the StraightUp@ExtraDry prize the artist has proposed an overview of her work of the last three years, with a group of six videos presented at Dry 1 and Dry 2.

Natália Trejbalová (Košice, Slovakia, 1989) lives and works in Milan. She studied at the Fine Arts Academy of Bologna and the Brera School of New Technologies, Milan. Her works have been shown in various Italian and international group exhibitions, recently including: 16th Rome Quadriennale (section curated by D. Quaranta); Midasuv dotyk, Liberec Regional Gallery, Czech Republic; Solo Figli, Padiglione de L'Esprit Nouveau, Bologna; Vanishing, Fotomuseum Winterthur, Switzerland.



32.MIN.RELAX (HOW TO BUILD AN ARCHIPELAGO).2
DIGITAL VIDEO, HD, COLOR, SOUND, 32', 2015

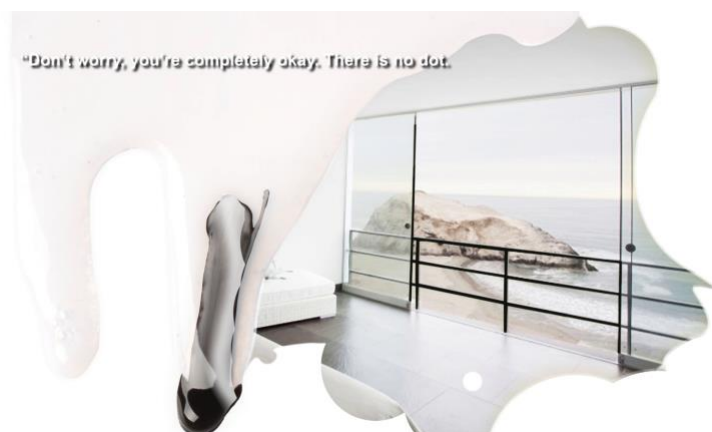
Among the various video genres born directly on YouTube, some have the sole purpose of relaxing their viewers. They are long videos, often making use of tropical imagery, which serves as an emblem of this audio-visual escape from the western world. The video 32.min.RELAX (How to Build an Archipelago).2 takes its cue from what it represents, probably the most influential aspects on an economic and environmental level, namely the creation of artificial archipelagos in palm-tree form off the coast of Dubai.



ZABRISKIE POV (ANIM.)

DIGITAL VIDEO, FULL HD, COLOR, SOUND, 3'35", 2015

The video makes direct reference to the last scene of *Zabriskie Point* by Michelangelo Antonioni. As in a sort of tribute, instead of the explosion of objects and materials, we see explosions of images and computer screenshots, thanks to a particular glitch in a digital animation program.



SOME NOTES ON YOUR BEHALF

DIGITAL VIDEO, FULL HD, COLOR, BINAURAL SOUND, 5'54", 2017

The protagonist's monologue is a sort of "user review" of a smartphone app that functions as a personal tutor. Focusing on the psychological perspective of the individual in relation to the interpretive possibilities of an algorithm, the app is capable of offering effective advice in all spheres of everyday life.

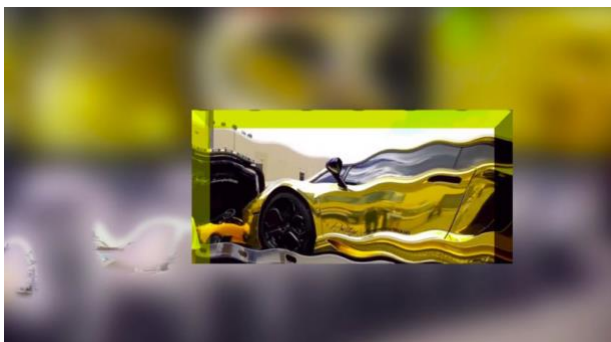
Selected videos form the series **Bellagio Bellagio**.

Bellagio Bellagio is a project that began in 2015 in collaboration with the electronic musician Matteo Nobile. It is an archive of audio-visual stereotypes subdivided into various randomly selected topics: the power of machines, the spotted wild animal, the future today, escape to a tropical paradise, green & organic purity, the humanization of flora... The field of research of Bellagio Bellagio is the “stock” encoding of popular imagery (starting from stock photography, or images purveyed for illustrative needs) and, as a result, the creation of a type of behavior that could be defined as “stock.”



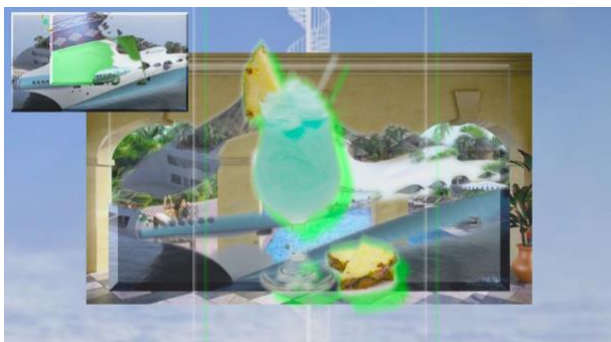
FOR THE LOVE OF JAGUARS

DIGITAL VIDEO, FULL HD, COLOR, SOUND, 2'41", 2016



IN DA KAR FINALE

DIGITAL VIDEO, FULL HD, COLOR, SOUND, 2'52", 2015



SEARCHING BOUNTY 2

DIGITAL VIDEO, FULL HD, COLOR, SOUND, 3'28", 2015