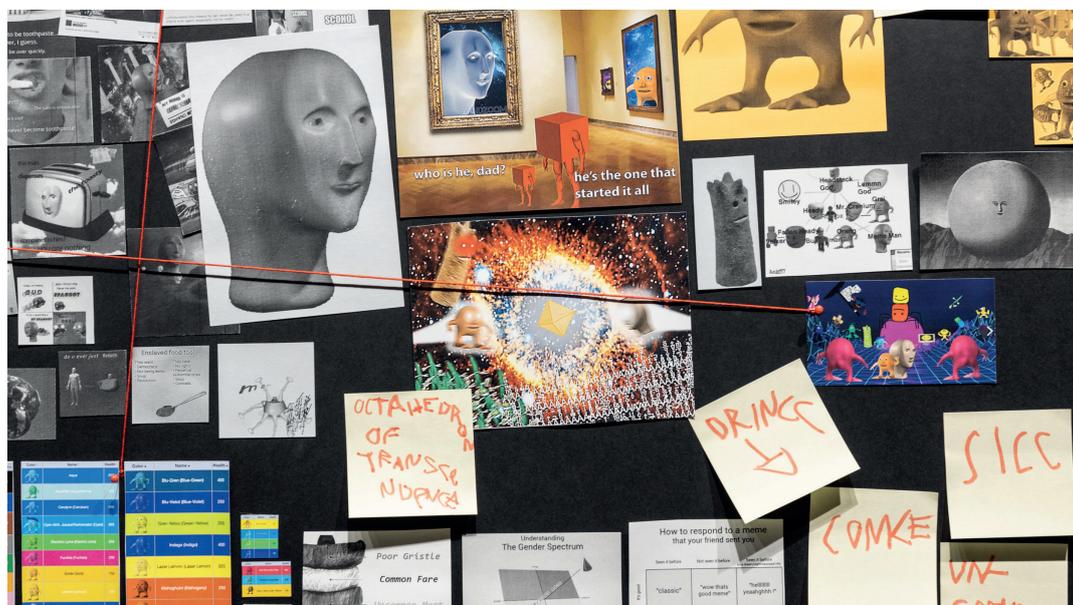


MEME MANIFESTO

clusterduck



Clusterduck, MEME MANIFESTO, 2022

**villa
arson**

May 15–August 28 2022
Opening: May 14 2022

Passage des fougères

nice

« When going down to Hell, there's always a need for a Guide. Hence here we are, offering you our left hand and welcoming you to scan the wall where we collected countless little fragments from the Internet's subconscious: the irrefutable evidence of our passage through the unfathomable seas of the memesphere »

This is how Clusterduck (an Italian interdisciplinary collective of artists, activists, and web designers) chose to present the mural installation which is the central element of the exhibition MEME MANIFESTO.

One might define this detective wall – their name for the installation – as a wall covered with internet memes, in other words, the funny, sad, disturbing or merely absurd images which are created, remixed and shared every day on the web.

Complemented by an interactive video installation, the detective wall looks like one of those crazy walls popularized by numerous police movies or TV series – walls full of photographs and newspaper clippings pinned or glued on, often linked together by pieces of string indicating connections – or like Aby Warburg's Bilderatlas Mnemosyne: a tool created by the German art historian in the 1920s to retrace recurrent themes and visual motifs throughout history, from antiquity to the Renaissance and beyond, up to our contemporary culture, and which has inspired Clusterduck in its charting of the "memesphere".

But how can one chart and exhibit memes, which are in appearance unchartable and unshowable? "The Meme is always plural, never singular. It is experienced in a context, it is enjoyed in clusters; its very existence is by definition only possible as a variant of other memes and as a result of an interaction - be it only between a bunch of users."

Thus the memes collected by Clusterduck are organized and hierarchized into ten groups according to criteria both chronological and thematic, aiming at escorting the visitors at the heart of a voyage inside the collective subconscious of the Internet and its representations: "We collected stories of how a user, or several users, experienced a phenomenon, an aesthetic tendency, a recurring semantic strategy; we then tried to outline and to represent a few brief but probably very influential moments of the history of memetics".

Throughout the exhibition the visitors are guided through deeper and deeper levels of memetics, starting with the most popular and best-known formats, and moving towards the most occult and esoteric. The list is long: poorly made memes, memes with an original content, surrealist memes, fried memes, nuked memes... They are juxtaposed according to certain categories: wholesome, ugly, absurd, edgy, weird, cursed.

One question especially seems to haunt this urge to organize a shapeless universe, and to transform chaos into cosmos: how did memes end up having a hyperstitional power? A word coined by British philosopher Nick Land, the concept of "hyperstition" defines how fictional elements can become truths.

While exploring the ways in which memes and art are similar or different, MEME MANIFESTO proposes to investigate the agency of memes: their capacity to become vehicles for activism or political propaganda, and therefore to have consequences on our daily lives.

<https://clusterduck.space/>

Translation: Claire Bernstein

Clusterduck is an Italian interdisciplinary collective of artists, activists, and web designers based in Berlin and Florence.

clusterduck.space

Curated by

Vittorio Parisi

Agenda

Saturday May 14 2022

- 5pm
Meeting with Vittorio Parisi and the artists in the Grand hall of Villa Arson.

Program

Every day (except Tuesday)

- 3pm
Rdv | Point of view on exhibitions. A mediator accompanies the public in exhibitions to discover the works of his choice. Free and open to all audiences, without prior reservation, these visits allow visitors to understand the stakes of each exhibition.

Press contact

Clara Coustillac
clara@annesamson.com
+33 (0)6 58 93 63 06

Communication contact

Margaux Verdet
margaux.verdet@villa-arson.fr
+33 (0)6 77 08 61 21

Visits for groups

School activities & Young audience
servicedespublics@villa-arson.fr

Social networks

#clusterduck
#villaarsonnice
@villaarsonnice

Practical informations

Open every day except Tuesday from 2 to 6pm.
From July 1 2022, open every day except Tuesday from 2 to 7pm.
Free admission.

Villa Arson is a public institution of the Ministry of Culture and a member of UCA – Université Côte d'Azur. It is supported by the City of Nice, the Département des Alpes-Maritimes and the Région Provence-Alpes Côte d'Azur. Villa Arson is a network member of Ecole(s) du Sud, BOTOX[S], Plein Sud, d.c.a., ANDEA, et ELIA Art Schools.



20 avenue Stephen Liégeard
F-06105 Nice cedex 2
tél. +33 (0)4 92 07 73 73
servicedespublics@villa-arson.com
www.villa-arson.fr