

Alexandre Bonnier: "Pink"

This is an unusual experience: to try and decodify the multiple meanings of "pink", and to try to do so dialogically. And to do so in Brazil, where life is not "pink", but "tudo azul", (at least on the surface). This is the structure of the experiment to be exhibited and proposed at the next São Paulo Bienal: Pink objects and surfaces will be presented to the public to suggest various meanings of that color in various contexts. The public will be motivated by various means to interpret the message and to contribute itself to its amplification and depth. The method is para-phenomenological, since it aims at giving distance from the phenomenon of the color and thus make it appear outside its familiar context, (where it is hidden by habit). But it is not a true phenomenological method, because the distance it opens is not one of contemplation, but one of irony. Given the dialogical structure of the presentation, (it is part of the "Communication" sector of the Bienal), the result will not be a "revelation" of pink, but a public discussion of the ambiguity and multivalence of the messages hidden behind pink objects. I believe it is a unique experiment and it may have surprising results.

No doubt: we live in a codified world. Everything about us hides a "message", it represents something. The symbolical value of the familiar objects in the midst of which we find ourselves determines us as much as do the objects themselves. Such symbolical value was in part put deliberately into the objects, in order to condition us to make certain movements, and in part it is the result of unconscious and immemorial cultural conventions to which we are subject both as producers and as consumers of those objects. Thus we are being manipulated by the meanings of the surrounding objects, both in function of conscious purposes and in function of the culture in which we participate. To decodify the surroundings, to lift the symbolical value of the objects into clear consciousness, is therefore a task that aims at our des-ideologisation and at our liberation from a devious aspect of our condition.

Such a task is too complex if it were to aim at assuming the whole situation as a code and at deciphering it. But if we restrict the task to one single symbol, (for instance: the color "pink"), the task becomes manageable. The color thus chosen may, by unfolding its various meanings, serve as an example and as a key for the decodification of the whole surroundings. It may become a powerful lever to lift the entire symbolical determination by the situation. To such an attempt Bonnier is committed. He deserves the attention and collaboration of the Brazilian public.