

NORMA JEANE | LOONY PARK

site-specific installation curated by **Paola Tognon** | a **Contemporary Locus** production
11-12-13 October 2019, Gallerie Mercatali, Viale del Lavoro, Verona (PalaExpo car park)

Guest Path Festival | until sunset, live sound-tracking of the installation curated by Aldo Lanzini De Agostini Aviance
Open: Friday 11 from 7 p.m. to 3 a.m. / Saturday 12 October from 10 a.m. to 2 a.m. / Sunday 13 October from 10 a.m. to 7 p.m.

"We stand before THINGS that have a soul and that, beyond our control, escape from the rules of entertainment for which they were created. We stand before MACHINES that are indifferent to the public, separated from their specific function or service. It is we, on the contrary, that take care of their shininess, their apparent slumber. We walk among domestic machines that recall memories, feelings and visual, auditive and olfactory evocations, in a gigantic and forgotten space that the machines have taken over. We therefore cross through a space filled with the surreal cohabitation of automatic and mechanical personalities that make up an amusement park that is out of control. We are at the Loony Park and we ask ourselves whether we are in the right place and whether we are there at the right time".
NJ

Loony Park is a site-specific installation created by **Norma Jeane** for **Gallerie Mercatali di Verona**, a dys-functional and anti-participatory project that offers the visitor an estranging experience within a strategy that involves the party-making dimension and its rites. **Loony Park** is a large site-specific installation that welcomes the individual into a dilated experience: by day an abandoned amusement park, slumbering and surreal, by night a machine that pumps sound, lights, rhythms and prospects in which the human being can move at the machines' tune. Matter and food, darkness and light, movement and immobility transform the space and its gigantic and solitary ogival architecture into an experience in which the glamour of art and the shininess of entertainment stratify like the forgotten but representative remains of a party that has been, that will be or that may never be.

As usual in **Norma Jeane's** installations, nothing is left to chance and nothing is predefined. One of her goals is to create oblique insights that interrupt the linear course of events as well as physical, mental and temporal disorientation and unexpected reflections that break the continuity of our habits.

Behind her customary pseudonym – that of **Norma Jeane** – her work features a perturbing poetry in which the visitor finds him or herself in the condition of being able to observe but not to act, or, on the contrary, to be the conscious author of the disturbance proposed by the artist. Using site-specific installations - that often can be modified by the users, high-tech structures that create extreme acoustic or light conditions or using surveys based on the collection of data and shared experience - **Norma Jeane** reacts to the contemporary by creating physical and mental spaces of transgression, of restless melancholy, of sidereal solitude.

During the night-time cycle of this improbable **Loony Park**, the thought-out cooperation with **Path Festival** and the insertion of **ArtVerona** receptive moments also come into play in the hybridization and indifference typical of **Norma Jeane's** poetics, creating an equivocal platform that is dys-functional with regard to any expectation: that of the clients, that of the visitors or that of the musicians, or that of the roundabout attendants, of the operators, of the curators or of the producers. Within this logic, **Norma Jeane** is also each one of them.

Paola Tognon

Norma Jeane

Norma Jeane was born in Los Angeles, the city in which Marilyn Monroe died on the night between August 4th and 5th of the year 1962. By taking on the identity of someone else, by renouncing the connotation of a specific gender and by temporarily creating a proliferation of personalities, NJ produces infinite 'cut and paste' versions of a person, in which characteristics that transcend every possible existence coexist. She/He is a body-less artist, without a personal biography that might extend beyond her/his artistic resume.

A selection of solo and group exhibitions: DESERT X Biennial, Palm Springs /Yuha desert (CA)/USA, 2019; Contemporary Locus 13, Bergamo, 2018; Blow Out, EKKM, Tallin/EE, 2018 / Artobots, Festival of art and robotics organized by CODAME, San Francisco/USA, 2017 / The Soft Machine, Marsélleria, Milan/Scene with ShyBot, The Lab, San Francisco, 2017 / DESERT X Biennial, Palm Springs /Coachella Valley (CA)/USA / A Needle Walks into a Haystack, 8th

Liverpool Biennial, Liverpool/UK, 2014 / ILLUMInations, 54° Biennale Arte Venezia, 2011 / Spy Numbers, Palais de Tokyo, Parigi/F, 2009 / The Straight Story, Frieze Projects 2008, Frieze Art Fair, London/UK, 2008 / Rundlederwelten, Martin-Gropius Bau, Berlin/D, 2005 / Tempo, MoMA, New York/USA, 2002
www.normajeane-contemporary.com

Contemporary Locus, an association operating since 2012, brings art projects to abandoned, secret or forgotten urban locations that are temporarily reopened to host site-specific works and projects by international artists. Contemporary Locus also organises residencies, exhibitions and research projects, including talks and publications, with special focus on the technological ambit and on the construction of a network of multidisciplinary co-working projects.

www.contemporarylocus.it