

LIFE AS IT FLEES | Rita Jokiranta

A Multi-channel Video Installation | 2017

Rita Jokiranta
LIFE AS IT FLEES (2017)

Life as It Flees is a video art work comprising a site-specific multi-screen installation that explores the dynamic between image, event and interpretation. The short story The Adventure of a Photographer (L'avventura di un fotografo, 1970) by the Italian writer Italo Calvino has also been used for inspiration. The title of the work is a quotation from the short story and refers to the difficulty to catch the real life in images.

...he too was one of those who pursue life as it flees, a hunter of the unattainable, like the takers of snapshots...

...Perhaps true, total photography, he thought, is a pile of fragments of private images...

(Italo Calvino © Giulio Einaudi editore s.p.a. Translation William Weaver © Martin Secker & Warburg Ltd 1983)

The work was built like a puzzle. The video may carry a story but it can only be seen as episodic fragments of simultaneously shown different events. The images are transient reflections and momentary observations from the world in which we are traveling, but they may also represent a state of mind.

Rita Jokiranta is a visual artist who mainly works with moving image, photography and installations, but also with light and sound. Her work has been shown in numerous solo and group shows, screening events, film festivals and other contemporary art exhibitions in Finland, Nordic countries and widely elsewhere in Europe.

The artist's work has been supported by Svenska kulturfonden (2015, 2016) and Cité Internationale des Arts (2014)

The production of the art work has been supported by AVEK/Tuuli Penttinen-Lampisuo

The technical solutions of the installation were provided by Jorma Saarikko/Pro AV Art Oy

five-channel media installation

Full HD video 16:9, stereo, loop

7:00 min/28:00 min

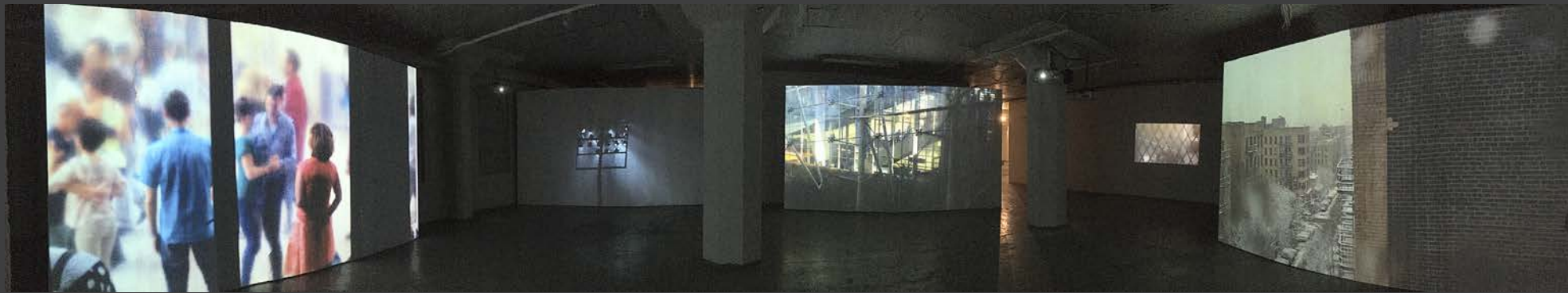
production, camera, editing and sound: Rita Jokiranta

thanks for the music: Henri Salvador: Syracuse; Andreas Nyberg, violin

<https://vimeo.com/201644215> and <https://vimeo.com/225762606>, password tseug2tnRkj



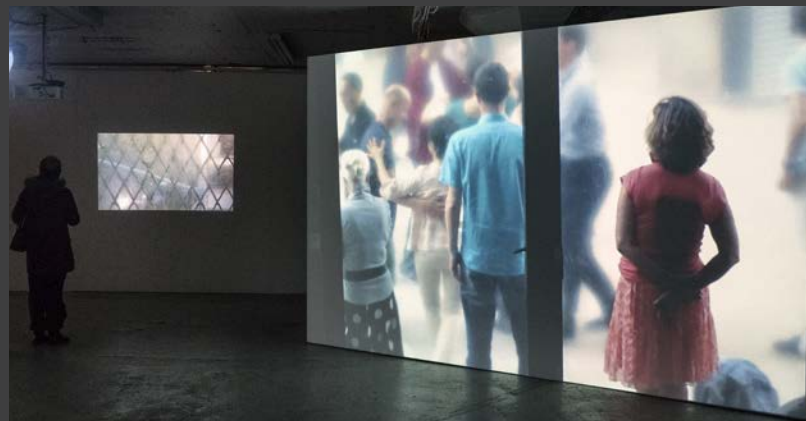
Rita Jokiranta | LIFE AS IT FLEES, 2017 | A multi-channel video installation, dimensions variable, FHD 16:9, 7/28 min | Installation view from Galleria Huuto Jätkäsaari, Helsinki, Finland



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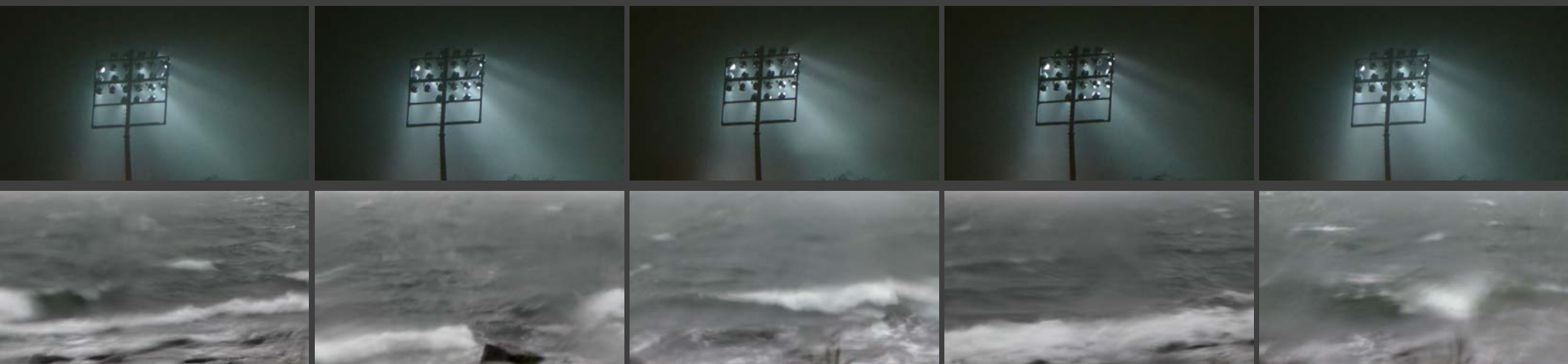
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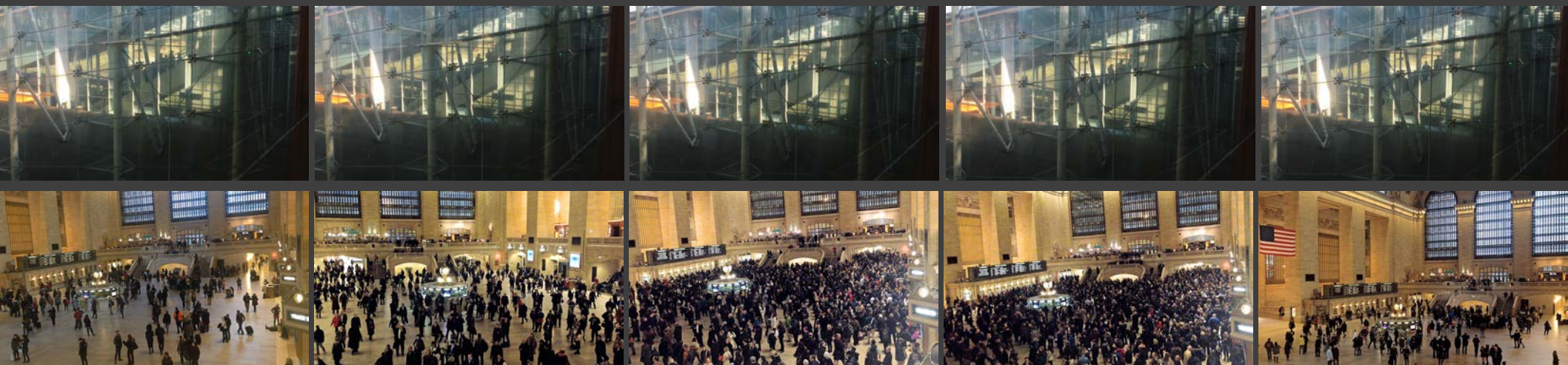
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Rita Jokiranta | LIFE AS IT FLEES, 2017 | A multi-channel video installation, dimensions variable, FHD 16:9, 7/28 min | Still images from channel 1



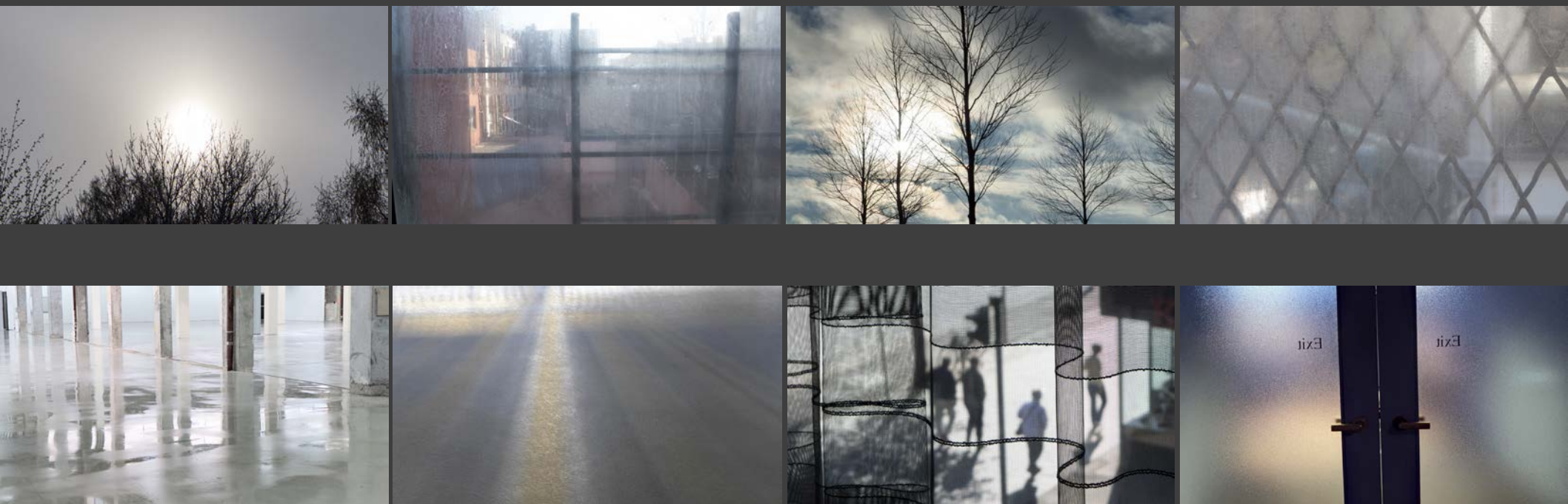
Rita Jokiranta | LIFE AS IT FLEES, 2017 | A multi-channel video installation, dimensions variable, FHD 16:9, 7/28 min | Still images from channel 2



Rita Jokiranta | work-in-progress 2016-2017 | A multi-channel video installation, dimensions variable, FHD 16:9, 7/28 min | Still images from channel 3



Rita Jokiranta | LIFE AS IT FLEES, 2017 | A multi-channel video installation, dimensions variable, FHD 16:9, 7/28 min | Still images from channel 4



Rita Jokiranta | LIFE AS IT FLEES, 2017 | A multi-channel video installation, dimensions variable, FHD 16:9, 7/28 min | Still images from channel 5



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