



NORA TURATO

re-accommodate

where what happened to people happened in the head

2018

HD-Video

19.06 min

Edition 5+2AP

Nora Turato
text by **Sohrab Mohebbi**

Nora Turato's performances are scripted pieces developed through the artist's omnivorous reading habits that browses through various cultural outlets from literature to Instagram comments and marketing jingles. While formally her pieces are reminiscent of the late David Antin's "talk pieces," yet they are not improvised and have a very different pace and delivery. The affinity however is in how the work captures a certain spirit of the moment in culture. Therefore the work in retrospect resembles a verbal image of the period that it was composed in form of an English literary collage. Turato's delivery is rapid and one can easily miss a sentence or more depending on one's attention span, interest, and ability to follow the narrative. As such, the audience catches different lines of the piece and remembers their own sentences, not unlike Turato's own writing process. Turato's background in graphic design and its recuperation of language in the service of marketing, lets her swiftly move from high-theory to romcom. It is hard to escape irony when cognitive capitalism equally treats Zen aphorisms and the Kardashians to sell yogurt, yet no point to insist on language's naïve sincerity that makes consumers buy it.