

Le goût des mots

Juliette Green

A solo show by Juliette Green at the Contemporary art centre of Ivry – le Crédac, from 9 April until 10 July 2022.

Press release :

The minute we start looking at the work of Juliette Green, we need to read. Rooted in the long tradition of visual arts incorporating writing, with this show's title the artist herself announces her "taste for words."

Her starting point is a simple and apparently innocent question, the kind of thought that might occur while daydreaming, and which, taken literally (since in French the title means both a taste for words and the taste of words), here gives rise to a narrative. Language first appears in diagrams and pictograms, and then spreads over the surface of paintings, panels, brown wrapping paper, cloth, blackboards, walls, windows and all kinds of objects and media, addressing visitors directly.

Yet while Green poses questions and formulates a series of answers that at first seems exhaustive, she leaves much to the imagination.

The genealogy of her often-humorous work can be traced back to the "industrial poems" on road signs of Marcel Broodthaers (1924-76) and the work of Ben (born 1935). Like them, Green takes over a particular visual communications system and its tools, meant for a specific purpose, and then subverts it.

While diagrams are usually used to structure and simplify information, here the narrative content is fictional, even though it is inspired by her research into real facts.

This disjunct between a visual language normally employed in economics and finance, or the sciences, and another usage produced largely by wandering thoughts, reveals a mode of apprehending the world where the components of her art – texts, images and mental structures – are impossible to untangle.

These subversions of certain kinds of visual communication and the subsequent shifts in meaning can open up space for other dimensions – poetic, political and dreamlike.

Claire Le Restif and Ana Mendoza Aldana

Full checklist :

Photo credits for all the images :

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- 1
How many people make a sandwich? , 2022. Acrylics on paper.

 - 2
Que promettent les emballages alimentaires ? [What do food wrappers promise ?], 2022. Acrylics on wood

 - 3
Que penseraient nos ancêtres si on leur faisait goûter la nourriture du XXI^e siècle ? [What would our ancestors think if they tasted 21st century food?], 2022. Acrylic on wood.

 - 4
*Si le ciel était comestible, quelle saveur aurait-il ? [If you could eat the sky, what would it taste like?], 2022
Acrylics on glass.*

 - 5
*Qu'est-ce que les adultes conservent de l'éducation alimentaire reçue pendant leur enfance ? [What do adults retain from the education about food they received during their childhood ?], 2022
Acrylics on fabric.*

 - 6
*Comment une recette traverse-t-elle le temps ? [How do recipes time travel?], 2022
Acrylic on paper.*

 - 7
*Qu'est-ce qui changerait au quotidien si nous n'avions plus besoin de manger ? [How our daily lives change if we didn't have to eat anymore?], 2022
Acrylics on canvas.*

8

Qu'est-ce que les gens ont dans le ventre? [What do people have in their bellies?], 2022
Acrylics on blackboard.

9

Can we taste all the fruits in the world?, 2022. Acrylics on wood.