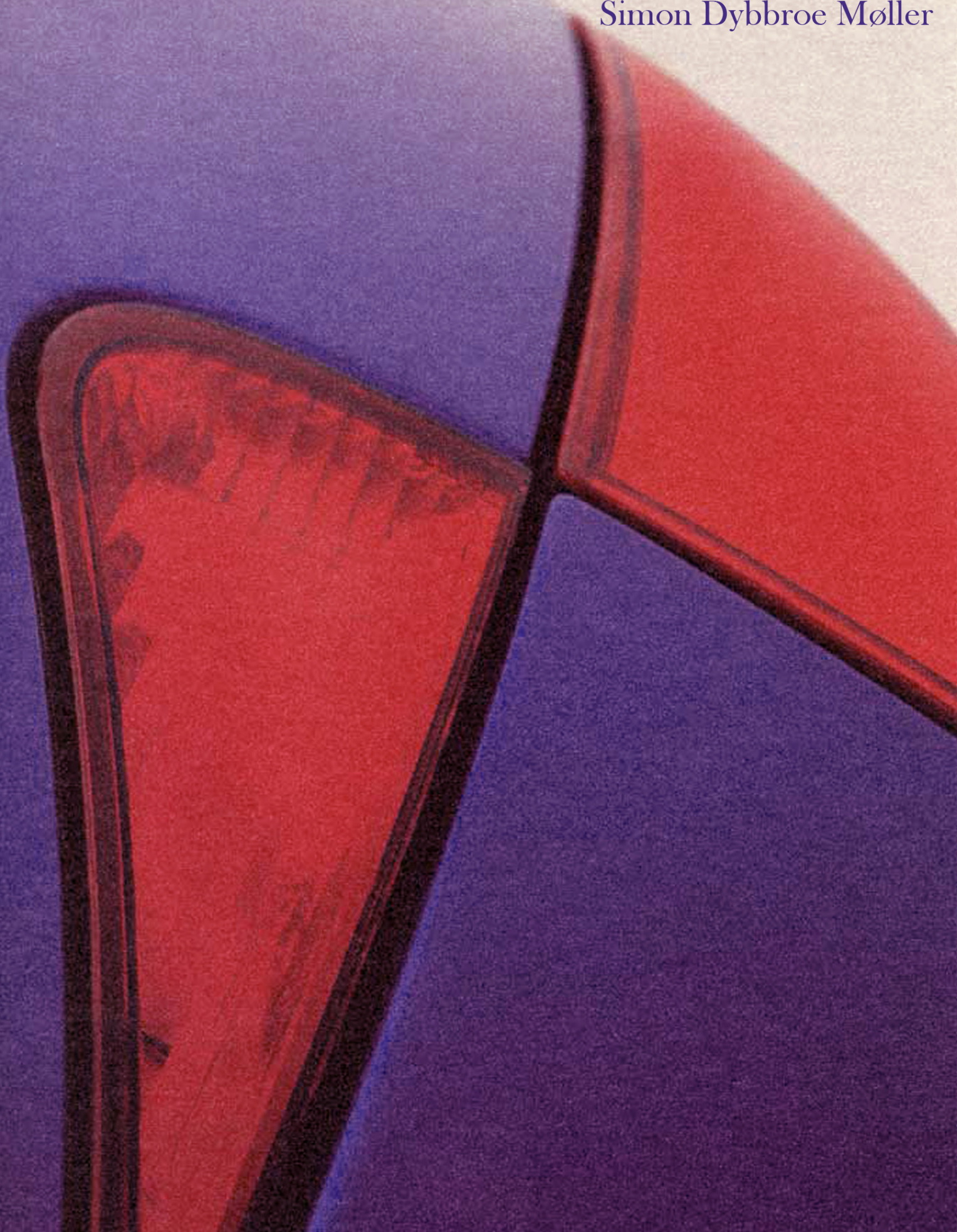


# ANIMATE V

Simon Dybbroe Møller



### **SIMON DYBBROE MØLLER ANIMATE V**

*I just bought a car. It is a fantastic car and it goes by the name AVANTIME. It is futuristic and clumsy and its colour is metallic-aubergine.*

Animate V is an installation in two steps consisting of a sculptural display and a video. In this loose imitation of a car sale situation the Renault Avantime stands parked in a shop window and as the visitor enters the shop she encounters a video, which at first glance could appear to be a car sales presentation. But both the window display and the video are slightly off. The car in the window is not polished. It has stains that are obviously not from a drive, and it has atypical ornamental stickers along its sides. On its roof stands a lone high heeled shoe; next to it an open carton of milk. From the rearview mirror dangles some fuzzy dice that have been partly dipped in thick, thick paint and upon further scrutiny one sees a sole eggplant resting on the dark violet hood.

The video encountered inside the shop, moves from crisp HD shots of the metallic surface of the car, the Vasarely designed diamond logo and the cream white leather interior to strange dreamlike shots of milk pouring down over the hood, walnuts gently crushed in the double hinged doors, an eggplant being partly peeled to animated shots of the car accompanied by noisy guitar. In this video the car itself never moves only its animated counterpart does. A voice appears; it is the voice of the car itself and it speaks of high heels and it speaks of the Centre Pompidou and it speaks of the French architect Claude Parent who ruined his career by designing a nuclear power plant. It speaks about how the Swedes almost decided to build a nuclear power plant in the centre of Stockholm, but decided to build it as close to Copenhagen as possible instead. It speaks about Science Fiction as a historical genre and about the Wu Tang Klan, back back and forth and forth back back and forth. It speaks about the car industry as a battlefield between the rational and the beautiful.

The Renault Avantime was a massive failure produced for a bit more than a year at the very beginning of the 21st century. Matra, a Renault licensed factory built 8000 copies of this futuristic vehicle before filing for bankruptcy. The Avantime is a car that carries its avantgarde ambitions in its name (constructed by the french avant and the english time). The Avantime is like modern architecture on wheels. Sitting in an almost entirely transparent vehicle the passenger floats through the world. At the same time it is a mechanical nightmare. One could say that due to its failures, due to its disfunctionality it is an image, not a tool. While the Avantime was sold as a vehicle that was ahead of its time it was probably rather an echo of the century that had just reached its end. My parents belonged to a generation of left wing academics that thought of themselves as progressive. They all drove beautifully designed french cars. Cars that broke all the time. These cars were a mirror of a lifestyle. Beautiful but inefficient, elegant but rusty, progressive but also unrealistic.

Animate V employs the Avantime as a rambling witness of contemporary understandings of beauty. As an absurdist vehicle for collapsing the very idea of growth or constructiveness.

Simon Dybbroe Møller





