

urban occupation : ACTION

research : Olafur Eliasson



Image: Viewer sitting in *Your Colour Memory* . **Source:** www.acamelherdersdaughter.wordpress.com/ (accessed 25th April 1900)

authors / actors / participants:
Olafur Eliasson, installation piece, viewers.

title: Your Colour Memory

location: Arcadia University Art Gallery, Glenside, PA, USA

date: Sep 1 2004 - Jan 9 2005

manifesto:

This installation is to explore the effects of after image in the viewers of the piece. The work includes the audience in such a way that their response and their after image experience is part of the work, not just a side to an artistic piece of work. The manifesto of this piece requires the human eye to create the after image and the subsequent conversation it catalyses between the viewers. After image is the effect that happens in the brain when the cells are saturated by one specific colour, and the eyes then see the complementary of this colour as response. The work deals with the ideas of subject and object and engages the viewers to experience their after image and then to discuss it with others in the same space.

Eliasson often deals with light and its effect of people, and this work exposes a phenomena of the human brain/eye that is not yet understood by science. It also provides a simple example of a phenomenological experience (consciously experiencing your own experience) which may attempt to push one out of the paradigm of thinking of ourselves as the subject, and all external manifestations as the object.

techniques / tools: Eliptical shape space in a dark gallery room. Light filled wall (which change colours with the light spectrum). People to experience the colour.

action: Eliptical shaped space where the walls project the light colour spectrum. Adjacent to this space is the 'other', an entirely black room where one experiences afterimage. The room is eliptical so as to wrap around the viewers field of view, and then to saturate the eye with one colour. One walks into the installation, watches the colour and then experiences the after image.

outcome:

It could not be found if the installation piece was retained, however a book and an essay was published on the exhibition. This work was one of many installations by Eliasson using light, architecture and haptic experiences. It fits within Eliasson creative philosophy of exploring subjectivity, where the public is the place where the actual experimentation takes place.

urban occupation : ACTION - research : precedents

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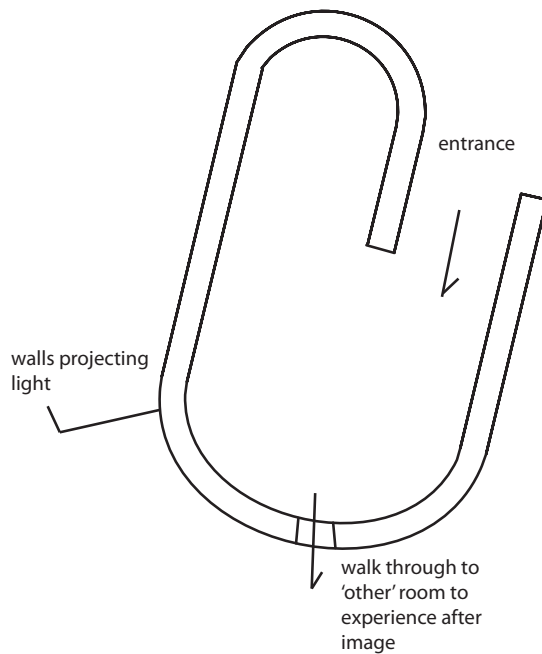


diagram: Sketch showing installation and movement patterns. (Self drawn)



Image: Retinal Afterimage created complementary colours (shown above)

bibliography:

- <http://www.olafureliasson.net/search.html> (accessed 26th April 1600)
- www.acamelherdersdaughter.wordpress.com (accessed 26th April 1600)
- <http://sisu.typepad.com/photos/uncategorized/pjmcolors.jpg> (accessed 26th April 1500)
- Crary, Jonathan. "Your Colour Memory: Illuminations of the Unforeseen." In Olafur Eliasson: Minding the world. Edited by Olafur Eliasson and Gitte Ørskou. Exhibition catalogue. Aarhus: ARoS Aarhus Kunstmuseum, 2004. (downloaded from www.olafureliasson.net 26th April 1600)