

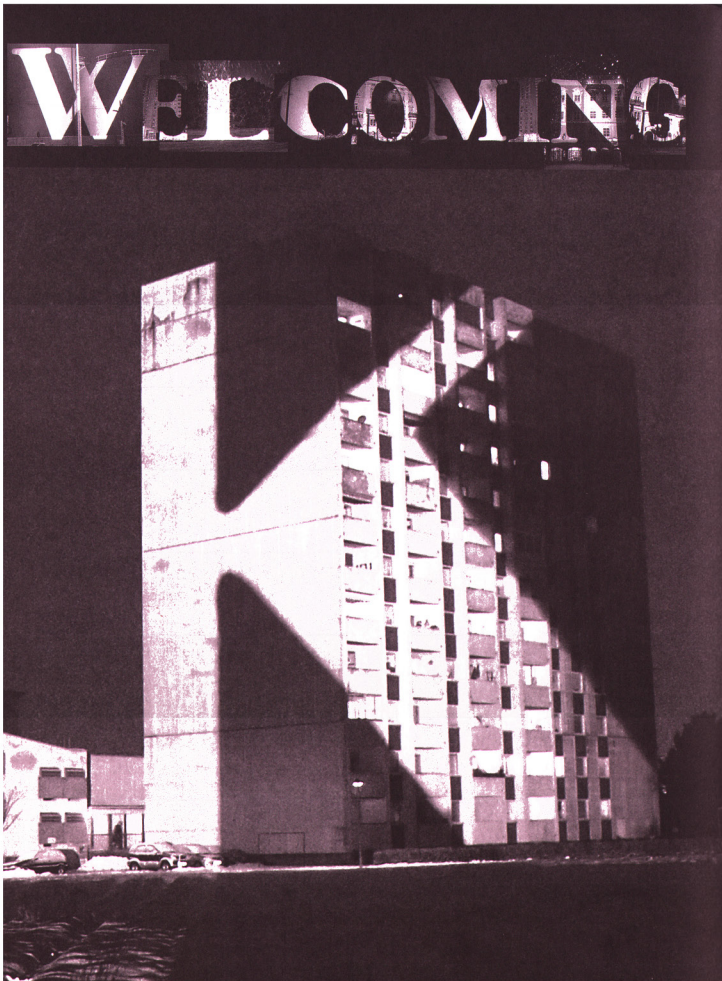
LANGUAGE IN ART

Rafael Lozano-Hemmer
(MEX/CAN)
2003

Rafael Lozano-Hemmer uses a personally developed photographic alphabet, built with light projections of single letters on buildings in different cities all over the world. The large letter projections are made with the most powerful projector (110,000 ANSI-lumen, projection size 70x70m), placed on a 12-ton truck and powered by a diesel electricity generator.

The projections on location, in social housing projects, near shopping malls, government buildings, in industrial wastelands and near corporate headquarters, create a kind of public intervention, sometimes political, sometimes social or coincidental. In *1000 Platitudes* 1000 words are combined in a panorama of global urban space, a thousand words commonly used to describe the contemporary metropolis in context of the world's globalisation.

photograph: Antimodular

[illegible]

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CULTURAL MISTICA RESTRIGIADA
RICOLOGICA RESPIRATA ALTOJUPICE
RIVAL CRECENTE INVENCIBILE ENOC
MORABILE DIVAGADORA ACADÉMICA
ATREVIDA SURTIDA VICTORIOSA EQU
ORA ARTISTICA ANAROLICA CEREBR
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I VAMPINATICA IMPRA RELIANTIE KOSHER GIBULIZADA ANCESTRAL DESADADA MATERNAL CAUTIVADORA AVPSADA PASA CACH NODIA HUMANISTA FLUIDA DETERMINATA PULCRA SILVEST



100

1000 PLATITUDES