Iconoclast Project Sheet

PROJECT NAME PROJE

For an exhibition with a recycling theme Iconoclast wanted to develop a more conceptual idea that would make people see recycling to be much more than just a bunch of old things. The starting point was the old Christian catechism: in addition to the question and answer -type religious education, the catechism is a citation from the Bible that is hanged on the wall the citation directs the everyday life towards the kingdom of God. The words on the wall keep the everyday house chores together and remind of a superior reality of limitless possibilities beyond the routines of day to day existence. In the concept of catechism Iconoclast found a connection to its earlier psychogeographical exercises that can broadly be seen as instructions guiding people towards a richer tomorrow.

The catechisms consisted of citations from philosophers and novelists who have influenced the thinking of Iconoclast. A citation is always recycled, taken from its original context and brought to a new one. That's why the quotations were introduced under the slogan Recycled Thoughts.

01. INTERIOR VIEW FROM THE TITANIK GALLERY: THE 12 CATECHISMS ARE HANGED ON THE BEAM CLOSE TO THE CEILING



02. RECYCLED THOUGHTS LOGOTYPE



Iconoclast Project Sheet

03. THE CATECHISMS AT THE STUDIO



