



Geneviève Favre Petroff
Performances & Installations

Statement

Performance art allows me to express myself in a transdisciplinary way bridging art, digital art, fashion design, music and technology. As singer and visual artist, I am particularly interested in the interplay between sound and light, voice and space, motives and costume.

The fantazist characters I create reflect my own questionings and evolve each time in a specific and emotional atmosphere. For my installations, the physical presence is relayed by elements of nature or given to various objects which can speak and tell stories.

The public is invited to take actively part into my actions often flavored with irony and humor.





description:

This “rose-flavored” performance evokes the beauty and wealth of the Middle-Eastern culture. I speak about encounters, conviviality and mutual enrichment. After a tempestuous Arab Spring, where people fought for freedom of expression and individual rights, and faced with growing anti-Islamic sentiments in our region, I have chosen to question contemporary customs in the East as well as in the West. I wear a mini-dress cut in the 1960s style, referencing sexual freedom, the women’s lib movement, to the conquest of the space. I use a visual design reflecting the 1980s, such as disco, video games, and entertainment. I dance and address the public at the same time, singing with a rhythmical musical accompaniment inspired by Egyptian pop music of the 1990s. My dress consists of 124 lokum cubes (Turkish delight) of increasing size, which light up and draw motives in movement, synchronized with the music.

credits:

concept, performance, texts and voice: Geneviève Favre Petroff

music: Christian Pahud (*Honey for Petzi, Larytta*)

technique: Antoine Petroff (electronics) and David Jilli (computer programming)

molding and realization of the lokums-cubes and helmet: Adrien Rumeau (*Mike&Mike*)

making of the cotton dress: Christine Arias

motives: Geneviève Favre Petroff, Antoine Petroff and Nicolas Joos (*formatmondial.com*)

english translation: Eric Liston Grant

concept:

The idea of this performance came to me during a journey to Istanbul, wonderful city of history, on two continents: Europe and Asia. I was fascinated by the cultural mixture which reigns there, with tradition, religion and globalization.

I was also seduced by the smells of the narghile under the Galata bridge, the fresh figs sold on the pavement, the voice of the muezzin in the loudspeakers of the mosques or the night-atmosphere, where people have a walk in the streets.

But it is especially the appearance and the consistency of the Turkish delights which inspired me this artistic proposition on the boundaries between fashion, art, dance and music.



LOKUM comes following other performances, where my luminous or sonorous costume interacts with my direct voice, my words, my gestures. I treated different subjects, as such as hygiene and health in PUTZFRAU (2002), mythology and maternity in GORGONA (2004), personal fulfillment and esotericism in ROBE (2005), mechanisms of power and war in CANNON (2007), psychoanalysis and science fiction in ELECTRA (2007). This performance raises questions of society, politics and ethics about the coexistence of religions or traditions.

LOKUM is a work which seeks the meeting and the dialogue with the public. This work can be presented indoor or outdoor, in spaces dedicated to arts as well as in the street.

composition:

The performance lasts approximately twenty minutes. It is articulated around five songs in French, English, Arabic, German and others, according to the host language. The first piece is a French adaptation of a song found on a tape of pop returned from a trip to Egypt in the 90's. I introduce the song by referring to the economic crisis, I affirm that everyone, rich or poor, have the same question: «How to make Money?» (ironic but true!) The second song is about marriage, I ask the public if they think that nowadays, this one still has a meaning: «My husband is a darling...» The third piece is a disco song, in English, with still an oriental touch, in which I give the recipe for a Lebanese cake made of semolina and turmeric. Then comes a hip hop song that talks about urban verbal and physical violence. I use the melody of *Bang bang* (sung by Cher and Nancy Sinatra) but interpret it in a strong and «male» way. My last song is a meditative slow dance about the course of life, our stress and our temporary worries: «The right moment»



costume:

124 cubes of 9 different sizes made of silicone, reinforced inside by a shell of PET, are fixed all around a short trapeze dress made of cotton. The dress is composed of a first row of 12 cubes (6 front, 6 back) located at chestheight, and 8 rows of 14 cubes that grow gradually. In each cube is inserted a LED RGB (red, green, blue) lighting, with which we can create the wanted colors.

Each cube is an independant color area. The dress works as a screen on which are displayed still or moving motives/patterns. In addition to my own movements in space, the cubes that light up and draw animated and geometrical patterns on my dress, also illustrate and support my words.

The surface of the lokum cubes is deliberately irregular and «sanded» as if they were rolled in the icing sugar. I also wear a large helmet made of PET and silicone, which can light up from the inside to match the colors in the dress.

technique:

The dress is remotely controlled via a standard WiFi connection. Some light commands have been defined. You can change the color of each individual lokum but some global behaviors also exist (for example it is possible to display a predefined pattern with a given color by sending a single command)

Commands are sent from MAX / MSP using Open Sound Control protocol (OSC) (<http://opensoundcontrol.org/>), itself encapsulated in UDP packets. They are received by a program (the «server») on a computer hidden under the dress.

The server, written in C, receives and interprets the OSC commands. The new configuration of the dress is then sent through a serial port to the various cubes.

The lokum cubes are connected in series and the electronics includes a micro-controller and an 8-bit RGB LED. Each lokum is pre-programmed with its coordinates on the dress (X, Y) and a simple serial protocol has been defined which allows to address separately each lokum by sending a new color.

The micro-controller receives the serial data and is also responsible for changing the intensity of the LEDs through a mechanism of PWM (Pulse Width Modulation).

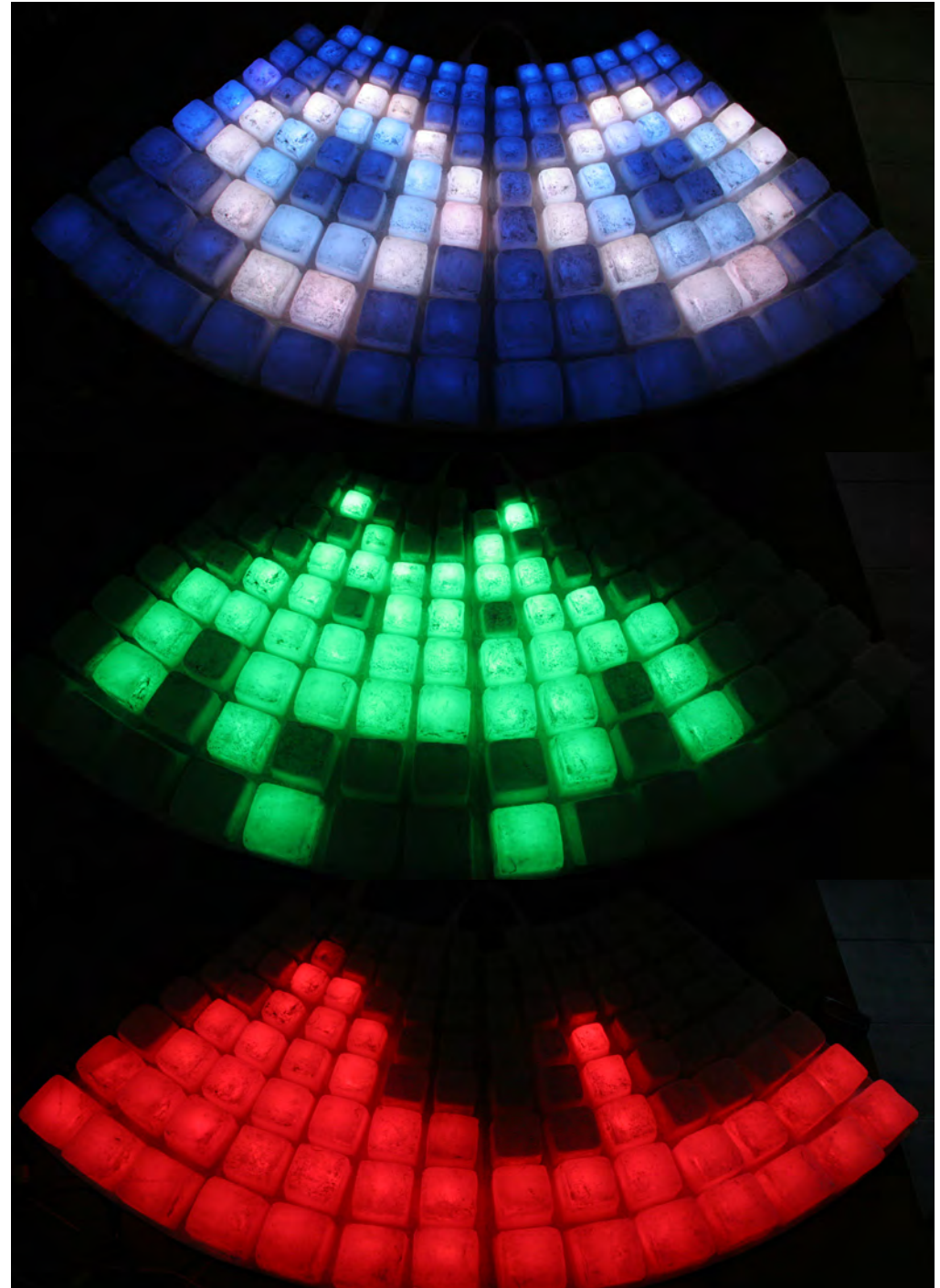
a) still pattern displayed between the

third and the fourth song to protect the audience from the evil eye .

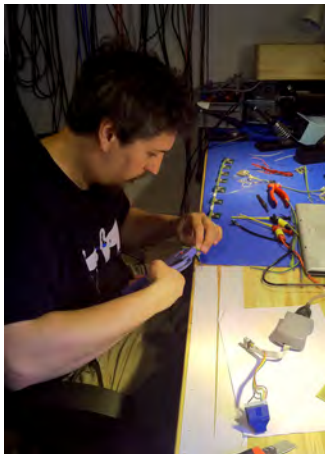
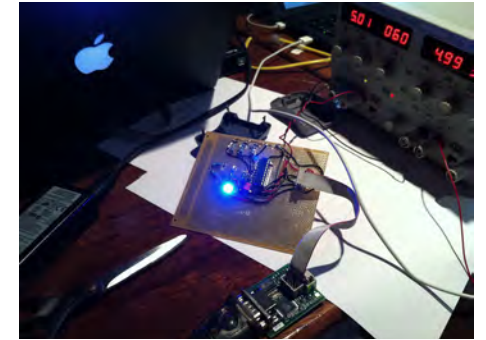
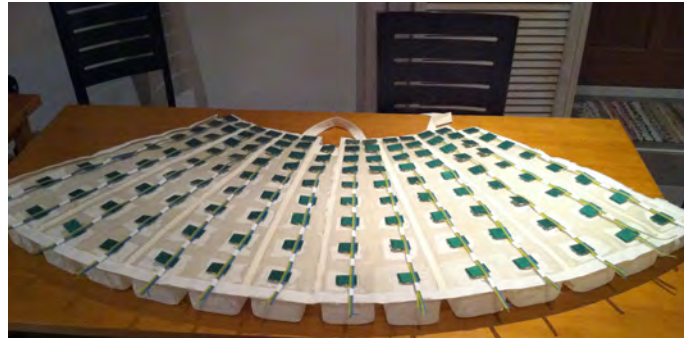
b) a space invader that goes from left to right, and inverse, during the Hip hop song about racism and immigration.

c) a red spectrum analyzer spread over the entire dress that follows the rhythm and the frequencies of the same song.

other visual examples:



the making of:







Lyrics

As-salamu alaykum ... Que la paix soit avec vous ...

Comment gagner de l'oseille ?
Comment gagner de l'oseille ?
Moi, je préfère manger des groseilles
Moi, je préfère cuisiner au miel
Moi, je préfère m'dorer au soleil
Moi, je préfère m'tourner les orteils

Mon mari est un chéri, c'est lui, c'est lui qui cuit les spaghettis
Quand j'dis cui cui
Il dit aussi cui cui

Mon mari est un chéri
Il me l'a dit, promis
C'est pour la vie

Quand je l'ennuie, il reste toujours poli

Allô Allah, are you here ?
Thank you Zuckerberg
Thank you "mountain of sugar"
Thanks to you and to YouTube
We can learn how to cook baklava
in ten minutes!

We are all friends like nuts in baklava
We are all friends like nuts...

This is the story of the first word we heard
on entering U.S. soil in two thousand and seven
in New York!
Out of the heart...
Under the Star-Spangled Banner

Das Leben ist zu kurz
Wir sollten nicht immer ... rennen
Das Leben ist so kurz
Wir werden al-le ein Mal sterben

Wählen die gute Zeit, nicht immer gestresst sein



This performance was presented during:

Wunder der Prärie, Zeitraumexit, Mannheim (Sept. 2011)

Loukoum, Espace Tilt, Renens (Sept. 2011)

Nuit Blanche, Bruxelles (Oct. 2011)

Connections, Kunsthalle Luzern (Dec. 2011)

Museumsnacht, Centre Paul Klee, Sommerakademie, Bern (March 2012)

[FAT] Arts & Fashion Week, Toronto (April 2012)

Instants Vidéo numériques et poétiques, Friche la Belle de Mai, Marseille (Nov. 2012)

Art Souterrain, Nuit Blanche, Montreal (Mars 2013)

Dimanche Rouge, Villette Enchantée, Paris (May 2013)

Les Buissonnières, Pièces d'été, Malbuisson (July 2013)

Geneviève Favre Petroff (*1978, Lausanne) is a swiss visual and performance artist who works and lives in Paris. She studied in Geneva, Vienna and Lausanne. Her *Performances & Installations* were several time rewarded and are internationally presented during digital art exhibitions and festivals.

Solo Exhibitions

- 2014 *Nuisette blanche*, Kilt-Studio de Création, Paris (FR)
- 2010 *Incarnations*, Tours et remparts, Aigues-Mortes (FR)
- 2008 *Electra's world*, Galerie Synopsis m, Lausanne (CH)
- 2006 *Meditations*, Galerie Imoberdorf, Morat (CH)
- 2002 *Multi média 1*, Galerie Donzévanaanen, Lausanne (CH)
- 2002 *Sweet dependence*, Galerie Imoberdorf, Morat (CH)
- 2001 *No woman no cry*, Kaskadenkondensator, Basel (CH)

Collective Exhibitions

- 2013 *Vallée de la Jeunesse*, Ferme Asile, Sion (CH)
- 2013 *Pièces d'été*, Art en plein air, Malbuisson (FR)
- 2012 *Rousseau en Pays de Vaud*, Espace culturel Assens (CH)
- 2011 *Connections*, Kunsthalle Luzern (CH)
- 2011 *Chair(e) fiction*, La Nef, le Noirmont (CH)
- 2011 *Territoires*, Bex&Arts, Bex (CH)
- 2010 *Luces de hiel*, Instituto Cerventes, Lyon (FR)
- 2010 *Casanova Forever*, Frac Languedoc-Roussillon, Montpellier (FR)
- 2010 *Festival 6. InSpiracje-glamour*, Szczecin (PL)
- 2010 *Pas du Jeu*, Manoir de la Ville, Martigny (CH)
- 2009 *Wanderziel Kunst: Ein- und Aussichten*, Mont-Fort, Verbier (CH)
- 2008 *Double Vue*, Art Chêne 2008, Chênes-Bourg and Thônex (CH)
- 2008 *Lasciami*, Bex&Arts, Swiss contemporary sculpture, Bex (CH)
- 2008 *Les sens en tous sens*, Espace culturel Assens (CH)
- 2008 *Fertilesdifferences.ch*, Galerie Analix Forever, Geneva (CH)
- 2007 *Sommerakademie Exhibition*, Zentrum Paul Klee, Bern (CH)
- 2007 *Môtiers 2007–Art en plein air*, Val-de-Travers, Môtiers (CH)
- 2006 *Wireless*, Spazio per l'arte contemporanea Rada, Locarno (CH)
- 2006 *Imprévus au Jardin*, Domaine de la Pièce, St-Gervais s/Mare (FR)
- 2006 *Swiss Art Awards*, Concours Kiefer Hablitzel, Basel (CH)
- 2005 *Accrochage*, Musée cantonal des Beaux-Arts, Lausanne (CH)
- 2004 *Swiss Art Awards 2004*, Halle 3.0, Basel (CH)
- 2004 *Accrochage*, Musée cantonal des Beaux-Arts, Lausanne (CH)
- 2003 *Môtiers 2003–Art en plein air*, Val-de-Travers, Môtiers (CH)
- 2003 *Swiss Art Awards 2003*, Halle 3.0, Basel (CH)
- 2003 *In diesen Zeiten/C'est le moment !*, Centre Pasqu'Art, Biel (CH)
- 2001 *Larger than Life–living installations*, Bunkier-Sztuki, Cracow (PL)
- 2000 *Swiss Art Awards 2000*, Basel (CH)
- 2000 *Artlab*, Palais de l'Athénée, Geneva (CH)
- 1999 *East of Fame*, Seedamm-Kulturzentrum, Pfäffikon SZ (CH)

Festivals (selection)

- 2014 *Vanishing Entities*, London Science Festival, London (GB)
- 2013 *Perform Now! #3*, Gaswerk, Winterthur (CH)
- 2013 *Dimanche Rouge*, La Villette Enchantée, Paris (FR)
- 2013 *Art Souterrain*, Nuit Blanche, Montreal (CA)
- 2012 *Instants Vidéo Numériques et poétiques*, Marseille (FR)
- 2012 *FAT Arts & Fashion Week*, Toronto (CA)
- 2012 *Museumsnacht*, Zentrum Paul Klee - Sommerakademie, Bern (CH)
- 2011 *Nuit Blanche*, Bruxelles (BE)
- 2011 *Wunder der Prärie*, Zeitraumexit, Mannheim (DE)
- 2010 *Ex-Corpus*, Ex-Machina, Geneva (CH)
- 2010 *1001 Nights with Yves Saint Laurent*, Barfussbar, Zürich (CH)
- 2010 *Museumsnacht*, Zentrum Paul Klee - Sommerakademie, Bern (CH)
- 2010 *Präsente*, Kaskadenkondensator, Basel (CH)
- 2009 *5th Visibility Project*, Galata Perform, Istanbul (TR)
- 2009 *FAT Alternative Arts & Fashion Week*, Toronto (CA)
- 2009 *Migma Performance*, Museum of Transport, Luzern (CH)
- 2007 *Nweamo*, Roulette, SoHo, New York (US)
- 2007 *La Nuit des Musées*, Mudac, Lausanne (CH)
- 2007 *Cabled Madness*, Digital Art Weeks, Cabaret Voltaire, Zürich (CH)
- 2007 *Der längste Tag Non-Stop-Performance*, Kunsthof, Zürich (CH)
- 2007 *Mal au Pixel*, Mains d'Oeuvres, Paris St-Ouen (FR)
- 2007 *Spark - festival for electronic music and arts*, Minneapolis (US)
- 2007 *Carte blanche au collectif PétaHertz*, Maison Pop, Montreuil (FR)
- 2006 *International Performance Art*, Turbine, Giswil (CH)
- 2006 *Soirée Vidéo Performance*, Kunstart, Neuchâtel (CH)
- 2005 *Festival Arbres & Lumières*, Geneva (CH)
- 2005 *Die Sicht auf das Original*, Kunstkredit Basel-Stadt, Muttentz (CH)
- 2005 *Festival Arborecence'05*, Terre Active, Aix-en-Provence (FR)
- 2005 *Impex*, Kaskadenkondensator, Basel (CH)
- 2005 *Point d'Impact*, Piano Nobile, Geneva (CH)
- 2004 *Superperformances*, Forum Itinérant, Strasbourg (FR)
- 2004 *Frisch eingetroffen*, Zeitraumexit, Mannheim (DE)
- 2003 *International Performance Art*, Willisau (CH)
- 2002 *High Calibre*, International Performance Festival, Berlin (DE)
- 2001 *Bone 4*, Schweizerische Performance Szene, Bern (CH)
- 2000 *Symposium Performance Video Computer*, Kunstraum, Innsbruck (AT)

Distinctions

- 2009 Bourse Picker, Geneva (Making the image sing, Monografik-editions)
- 2007 Valiant by Valiant, Mediaprojects, Bern (CH)
- 2006 Sitemapping/mediaprojects, Federal Office for Culture, Bern (CH)
- 2005 Award for a Performance, Kunstkredit Basel-Stadt, Basel (CH)
- 2003 Award «Young Art 2003», Providentia/La Mobilière, Nyon (CH)
- 2001 Award Fonds d'Art et de Décoration, Geneva (CH)
- 2000 Swiss Fine Art Award, Federal Office for Culture, Bern (CH)