

PIG SWINE PORK SCHWEIN

Concept: A block of gelatine (pork) either 120 kilograms (average weight of a pig before slaughter) or 8 kilograms (average weight of a piglet). A small projector projects the word „pig“ or „piglet“ onto the gelatine.

Idea: The material of the block is the same as the live animal, it has simply changed forms (gelatine is of course 100% pork). It even has the same weight, so one could argue that the block is a pig. Of course our brain does not recognise the block as a pig, because of the immaterial concept of a pig that each of us has in mind. We project our immaterial concept/idea of the world onto the material we experience. Therefore the way we experience the world is both material and immaterial. How much can we alter the material, until there's a clear disconnect to the immaterial? Does changing the material change the object? What makes an object? What defines the pig? By projecting the word/concept onto the material I want to offer an opportunity to question the way we approach animals, especially in the meat industry.

This idea is of course inspired by the famous Allegory of the Cave and the idea of forms by Plato. But it's also just really funny. A block of gelatine in a gallery. What a gag.

