

KINGDOM OF REPETITION

'If it was the TV that showed your murder, then you will become a martyr and a Lamb of God. And nothing is going to change our world, Lamb of God'.
(*Marelin Menson, 'Lamb of God'*)

An exhibition titled 'Be Strong 2' by the artist Kolya Bozovic was opened last night in the Belgrade gallery 'Zvono'. Through the usage of sculpture medium, oil (classical?) paintings and computer-generated picture, Bozovic is summing different aspects of the perfect body cult in the contemporary media civilization. The artist is being openly ironic about the subject itself and the way of its presentation. Through summing the computer graphics on 'all over' multiplication of all the same character that loses all the characteristics of a humanity in the mixture of digital psychedelic and programmed decorativeness (new pictorial art?), the author transfers the painting into almost usable object. 'These graphics could easily be taken for tablecloths or the curtains', Bozovic emphasizes and claims that all the divisions into 'utilitarian' or 'clear' art are completely out of compliance with the mass picture moment (corporation produced 'saint picture'?) and the Intel mega trend technology that we are obliged to swallow in one shot. Who is ruling the world in deed? Is it the information or the one who 'produces' it? Computer is imposing itself as the *deus ex machina* of the lucid Warhol prophecies about the endless repetition being one totally new quality that is impossible to judge about through the principles of classical modernistic esthetics. And true it is, repetition is imposing itself as a definitive logic of the media, thinking structure, supreme quality. Good can be only what is being repeated? Only the repeated thing is something that should engage our attention? Eternity is won through the 'paste' command, you only need to press 'ctrl+v' keys on the keyboard and no mistake is possible. Nothing is going to change our world, Lamb of God. In the advertising machinery the repetition principle is creating an illusion of the pleasant, it sells goods, invades the market...imposes itself as the forged 'life fact' more real than reality itself. No way out, because everything is a manipulation and safe replacement for the real experience.