



# Social Interaction Project: Jamais Vu - Benchmark

Multimedia Master

MIEEC TEC

**Multimedia Lab(2020/2021)**

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# 1.THE ARTIST IS PRESENT (2010).



<https://vimeo.com/72711715>

Marina Abramovic remained still in a room in the Museum of Modern Arts in New York while strangers sat in front of her for this performance. People walked onto a square stage one by one and sat for as long as they wished. With this piece, she claimed that humans need contact, and despite that, society makes us distant. According to her, while she stared at them, they had nowhere to go but inside themselves. This way, people would face things from which they were hiding and would end up having a very emotional experience. Jamais Vu used this performance as one of the primary references, as the group aims to provoke an inner reflection and stimulate interaction between people.

## 2. RHYTHM 0 (1974).



<https://vimeo.com/71952791>

In this performance, Marina Abramovic tested the limits between art and performer. She placed on a table 72 objects that were allowed to be used on her in any way the public pleased. Some could harm, while others could bring pleasure. These items included a rose, a feather, honey, a whip, olive oil, scissors, a scalpel, a gun, and a single bullet. She remained still for six hours while the public manipulated her without consequences. One of the critical claims in her work is that we create our identity through others' perceptions. In the development of *Jamais Vu*, the group took this statement as one of the starting points. Even though in *Rhythm 0*, the violence was much more explicit, the group believes prejudice is also a form of violence, and we would like to expose that to the people who are willing to participate in the project.

### 3.THE ART OF FIRST IMPRESSIONS – IN DESIGN AND LIFE.



[https://www.ted.com/talks/chip\\_kidd\\_the\\_art\\_of\\_first\\_impressions\\_in\\_design\\_and\\_life#t-108788](https://www.ted.com/talks/chip_kidd_the_art_of_first_impressions_in_design_and_life#t-108788)

Kidd, Chip. JudgeThis. TED Books. 2014

Here, the designer Chip Kidd explains two essential concepts in design: Clarity and Mystery. He describes that to create an attractive design, we must hide some information from the user. A balance between clarity and mystery creates an exciting and engaging experience. The TED Talk also highlights the importance of first impressions in Design and Multimedia in general.

## 4. WHAT DO YOU THINK OF YOU?



[https://www.youtube.com/watch?v=jg-O7f\\_1Ngc](https://www.youtube.com/watch?v=jg-O7f_1Ngc)

In this experiment, people stood in front of a mirror and were filmed saying what they saw. People who took part in the experiment were very harsh with themselves, only remarking on what they thought were negative aspects. Unbeknownst to them, on the other side of the mirror, people who didn't know them were saying what they saw in the person on the other side. Later, participants were shown what the people were saying about them behind the mirror and were surprised because people found a lot of qualities by only looking at them. In Jamais Vu, we want to stimulate positive interaction between people, such as in this case. Though the group does not control how people will judge each other, we may provide tools to keep the interaction positive.



## 5. AM I GOING TO MUG YOU?



<https://www.youtube.com/watch?v=KSNYGdTDols>

In this experiment, a man fully covered with tattoos tries to approach people on the streets and ask for favors such as changing money, directions, etc. People create an impression of him based on the way he looks and avoid him. Then, he covers up his tattoos with makeup and interacts again with people on the streets. This time he is treated differently and has a much more favorable reception. Jamais Vu aims to show that we should be open to people who are different from us. Deep down, we are more similar than we think.

## 6. BLIND PEOPLE DESCRIBE RACISM.



<https://www.youtube.com/watch?v=uqoFsQJYCg>

In this video, blind people explain that first impressions and prejudice are not limited to visual cues. Speech and other characteristics play an essential role in determining groups in which a person takes part. In Jamais Vu, the group aims to limit the information received to the other person's image. This way, we decrease the information people will have and increase the possibility of having a profile that differs from reality, creating opportunities for people to reflect on expectations vs. reality.