

ROZELLE
CONTEMPORARY
ART PRECINCT



GARY DEIRMENDJIAN

**MICROVIDS QR TRAIL
DARLING STREET, ROZELLE
9-30 MARCH 2013**

**AS PART OF ART MONTH SYDNEY 2013
ORGANISED BY THE
ROZELLE CONTEMPORARY ART PRECINCT
WWW.RCAP.ORG.A**



from water earth and ashes
2011/3:33



a claim
2010/3:04



carbon input
2011/1:41



sediment true
2009/1:08



walking down the years
2010/2:02



presence
2010/0:52



urban pickings
2010/2:52



to what avail?
2010/0:58



it's relentless
2010/1:31



strata
2012/0:52



starts off small
2010/0:53



king of the heap - for now
2012/2:14



she knows now
2010/0:52



at any cost
2012/0:45



la grande bouffe
2011/0:55



the conducting
2012/1:01

a trail of pasted up qr codes surreptitiously integrated into the urban streetscape along darling street in rozelle, this subtle public intervention created with existing video works challenges the idea of the traditional exhibition situated within the white cube of the gallery. when scanned, each qr code links back to a video work on youtube by multi-disciplinary artist gary deirmendjian. referred to by the artist as 'microvids' these video works exist outside of the traditional fixed physical space of the gallery and can be accessed at any time from any place...

gary deirmendjian's *microvids* are fragmented snapshots of the contemporary urban environment and our existence within it. captured on a mobile phone and edited (and at times manipulated) post-production, these short videos utilise lo-fi technology to document and record small moments in daily life. completely reliant on serendipity and the caprices of the city, the works are unplanned and spontaneous urban portraits that capture the exquisite pain and beauty underpinning the human condition.

an anonymous face in the multitude, deirmendjian takes on the role of a contemporary *flaneur* – described by walter benjamin as “the detached observer, probing his surroundings for clues and hints, an amateur detective and investigator of the city” – searching out its truths amidst its ever-changing reality. “wandering the city without forming a specific relationship with the individuals and places he encounters, he nonetheless establishes a temporary, yet deeply empathetic and intimate relationship with all that he sees” - seeing and recording that which goes unnoticed by others... the unrecognisable and almost indistinguishable figure of a homeless man slumped in the street; a dying pigeon huddled in a corner; the transformation of an inner-city abandoned tram depot reclaimed by nature and overrun with weeds – fragments of our everyday world often consider to be banal and inconsequential are suddenly looked at afresh and understood in terms of the universal truths which they represent.

the idea of the *flaneur*, interconnected as it is with the alienation of the city and the corruption of consumer capitalism, epitomises the fascinations and concerns with which deirmendjian deals everyday as a contemporary artist. without judgement or cynicism deirmendjian's *microvids* explore these very issues – acting as a mirror for contemporary society and prompting us to look at ourselves and truly reflect on who we are and what we have become.

rhianna walcott - curator

[youtube.com/user/manumente](https://www.youtube.com/user/manumente)

as an artist it is for me essential to find means to connect directly with a broader public one-to-one free of any obligation mediation or justification. this preferably in more public and openly shared space. i have come to appreciate youtube as one such place.

gary deirmendjian b. 1967 leninakan armenia ussr now gymri armenia is an artist whose practice encompasses sculpture photography video installation and site-specific works. he has exhibited widely and has received numerous new work invitations and commissions for private and public artworks and site-specific projects. he trained as an aeronautical engineer becoming significantly active in defence research and development and then industrial design before commencing full-time artistic practice and undertaking a master of fine arts in sculpture from the national art school sydney. he lives in sydney. garo.com.au

gary deirmendjian is represented by artreal gallery, sydney.

qr codes abbreviated from quick response codes is the trademark for a type of matrix barcode first designed in japan by toyota subsidiary denso wave in 1994 to track vehicles during the manufacturing process. consisting of information that is encoded in a pattern of black modules arranged in a square on a white background users with a smartphone equipped with a reader application can scan the image of the qr code to display text contact information connect to a wireless network or open a web page in a browser.

source: [wikipedia.org/wiki/qr_code](https://www.wikipedia.org/wiki/qr_code).