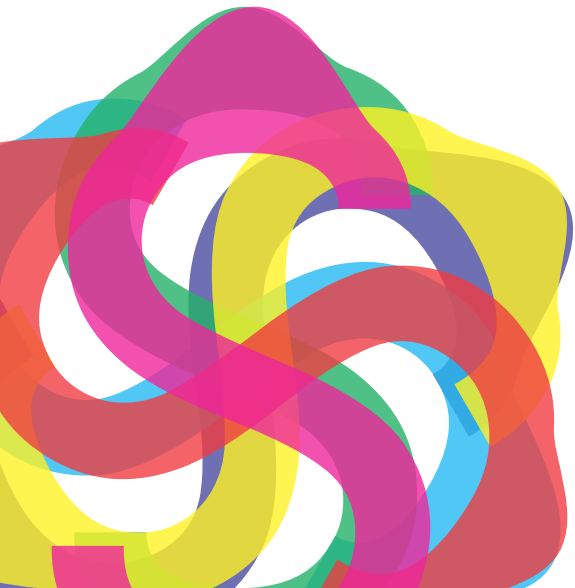


## Artist Statement

Politically charged, formal, minimalist, and autobiographical are not the signifiers of my work. My work will not teach you anything new or preach to you my ideals; it is not superficial or didactic. Some may perceive it as these things but it is not the intent. Since first arranging the couch cushions in the family room to find my own space, I have sensed the power of architecture and its ability to effect and occasionally affect a space both visually and socially. I hate to claim these as pieces, things, objects, commodities, etc. . . I believe them closer linked to experiments. These experiments create memories and it is the ephemera of memory caused by experience that I would consider the art. My work becomes divided into two camps of experiment; one of a more static nature and the other based in action. Static experiments take on a direct relationship with the architecture and how it implicitly informs and transforms a space as does the space do the same to the architecture. By disrupting the social space the anomaly creates the experience and in turn the experience creates the memory. Actions relate more to the individual, the bystander. These actions often can be subtle and unnoticed and at other times so out of place, so extravagant that they can't help but be noticed. But these blips in the social radar create the peaks in memory and then are invariably followed by loss or degradation of the memory. Memory is where the artwork exists in a nether space of once real and then imagined. The experiment creates the experience and the experience is the art, not a photo or a video. However as in most things the experiment needs to be documented so photos and videos do provide, for the people who missed the experience, evidence of what took place.. — The Experience: It is noon it is time to go, its opening day at Giants stadium. There is a certain uncomfortable and equally unspoken nervousness about the upcoming season, Barry Bonds might not play this season. You arrive find your seat step in some gum, have a few beers, feel slighted by the over priced food, your girlfriend wants to leave early, the kids up front are so cute, a pop fly goes into your section, you get mustard on your pants, the whole crowd surges when the winning run is finally scored late in the bottom of the sixth. — The Documentation: The 11 O'clock news is on some one got killed the whether looks great for the next two weeks, the stock market is plummeting once again, the giants win, crack has made its way into the bay area and on tomorrows program we have. . .



# Seth Hoercher

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