

KNOWLEDGEBASE

JORDAN REIDINGER

- **BACKGROUND**
- **RESEARCH**

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With this project I wanted to dive into the process of memory and how one recalls upon memory. I also wanted to explore the validity of memory and how we can fall into nostalgia and never really escape its clutches. I began looking back at old videos and photos I had captured as well as going through various voicemails.



This piece consists of a 6 minute and 41 second video as well as three art books that contain visuals from the film, without the backgrounds used in the film itself. I wanted to create two experiences, one for those who witnessed the video and one for those who took away the books. This process allowed me to interrogate the memory of the viewer, by giving them two versions of the same story I was telling.



So I took these images I built and placed them overtop of various sequences. For the first part of the video – these are placed over top of a video of me driving.



Some of the images both in the film and in the books have no text over them – but use various patterns of squares.

I used squares throughout the piece to represent containment as well a feeling of confinement and symmetry.

We can see our lives as these beautiful and symmetrical stories, where everything is lined up perfectly – but if you detach and distance yourself from the situation you may see it as something else – meaning confinement or trapped.

Even the aspect ratio of the film is square to kind of push these ideas further.

This is from the film



And this is from the first book.

As you notice in the bottom right there is a yellow square, and these will appear throughout the three books.

If you look at the covers of the three books – you will notice various color squares.



They have been circled here.

If you watch the video closely – you will notice it starts in a pinkish hue and moves into a blue hue and into a yellow hue. This is following the order of the series as indicated by the squares. We begin with pink which next will be blue (indicated by the blue square on the pink cover) then to blue we will get yellow and from yellow we go back into pink.

When watching the short you will also notice that the yellow series transitions into the pink.

There are repeated phrases used throughout each book to help drive some from of a narrative.



In order to keep with the repetition and the cycle like manor in which we live our lives and create new memories I take images like this from the first book



And take certain parts of them and put them into the second book. Notice how the pink squares in the top right and yellow squares in the bottom right. The pink book deals with an oncoming wave of anxiety and the notion of getting lost in memories and thinking about our pasts and what could have been. Blue deals with the depressive state I have been in when stuck in these moments, so it's surrounding everything else. Yellow deals with bringing yourself back together. It's in sight but it's not quite there to grasp.



By the end of both the books and the short – you will notice that things from all books come together for one final moment.

This is to emphasize that no matter what happens and comes to an end – life will continue on and we will face the same things time and time again.

Everything is a repeated process.

Memories will become distant for a bit – but there will be something to trigger a response and bring you back to whatever you want to forget.

It's when we realize where our feelings rest and how we want to handle life.

Life is a beautiful and wonderful thing – but it's a strange and bumpy road.

Memories will last forever – even if they destroy us in the process.

I am a repeated process.

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