



John'amp Bertini
from Brazil



DRESS UP AGAINST AIDS

Using the arts as instrument for
b r e a k i n g t a b o o s ,
making people aware of risks.



CONDOM COUTURE

The Exhibition and the Artwork

The exhibition is composed by art pieces made of condoms that did not fulfill the national industry quality control. That product's destiny would be the incineration which damages the environment due to high amount of sulphur released to the air polluting the environment even more.

Trying to make good use of this raw material, the artist suggests a debate about this artwork on the subjects concerned about health, environment, image, art and fashion. It also alerts about the importance of taking care of our sexual life due to a wide-spread disease known as AIDS.

New pieces of art are confectioned for every exhibition, due to latex short life exposed to environment's changing conditions; every single exhibition is unique and exclusive. Due to weather condition caused by different types of illumination, such as natural, artificial, cold or hot light; dry or humid climate and the temperature's variation on the plane fasten the pieces of art decomposition and mutating process.

Adriana Bertini's work belongs to the time interacting with life's concept; it has its own life which is established according to the exhibition's place. The pieces of art life time vary from 3 to 9 months, according to their handling and shipping.

The artist techniques were developed along the last 12 years by having a close analysis of this raw material and its mutation.

The pigmentation is the slowest process. The coloration current result was obtained after seven years of research including different sorts of pigments. Currently the artist uses her own formula to develop the paint, which are organic pigments extracted from nature.

The coloration technical process lasts between one month for hot colors and nine months to cold colors requiring lots of experiments and technical researches. In order to diversify the esthetical object's image, the artist uses cutting techniques; a single condom can be cut in 45 different ways.

Regarding collage techniques a single condom can reach up to 80 different forms. Combining pigmentation, cutting and collage techniques, the artist takes advantages of draping, sewing, knitting, crochet and tapestry avoiding collage and creating flexible printing with different patterns going from concrete to abstract.

Each piece has at least from 500 up to 80 thousand condoms.

The artist takes a long time to produce an art piece because she never repeats any pattern, only the techniques. Its minimum execution lasts 100 hours and the maximum spent was 568 hours.



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The Pieces Title

Every single work has its own name which is chosen according to the city and the population culture where the exhibition takes place. People's names are chosen so the visitors, in some cases, can identify those names with somebody they know, or even with their own ones, in a way that series of reflections are caused by such identification of the work with someone they know or even themselves, bringing the visitor close to condom and the entire concept about using them. This way, the visitor becomes an involuntary multiplying agent once he is going to spread the exhibition's aim.





CONDOM COUTURE

The Goal

The purpose of this exhibition is to generate a reflection of the theme and also use the artwork as an argument and support material to educators, parents, health professionals discussing it in a healthy and humorous way, breaking sexuality taboos.

The work or art breaks dialogue boundaries not depending on social profile neither religious nor cultural. For a long time all the information about AIDS and the campaigns of its prevention were attached to heavy contents, prejudice ones, stigmatized by fear and mainly marked by the shadow of death. In that way, condom was transformed into a taboo related to negative meanings.

With the intention of demystifying the image of condoms – the only method truly capable of preventing AIDS – I'm searching for a new meaning of this object leading people to reflect, all that throughout the arts.

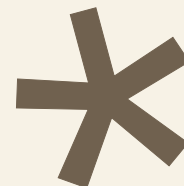
By exposing that, boundaries are broken when a subject full of preconception is treated. Condom, being the only effective method of AIDS prevention, should be seen as an instrument of pleasure, in a way that gathering aesthetics with prevention is a path to approach the theme without relating it to the disease.

Thus, the exhibition "Dress up" points to a new focus on the prevention method benefiting the dialogue about the importance of the use of condom and giving it an esthetic meaning of an object of pleasure.

The exhibition Dress Up Against AIDS has visited 15 countries in 4 continents, collaborating with the worldwide campaign against AIDS. That is the reason why it puts condom on the media without any taboo, discussing the behavioral relations, producing new directions to its uses.

It intensifies the prevention campaigns under a new vision, aesthetic, providing a healthy and humorous dialogue among traditional and contemporary families.

The main focus is the prevention in a universal context and the renegotiation of condom use in sexual intercourse.



CONDOM COUTURE

How we work

Adriana Bertini always works together with Lia Vainer Schucman, a master in social psychology, who is responsible for the exhibitions educational and social concepts.

The main objective of such partnership is to make the exhibition more than artistic but also educational, focusing on reporting changing of behavior in using condom. They together have interviews with the public about visitors' action and reaction towards the piece of work with the purpose of gathering some material for a scientific research about the impact of the work in people's behavior about using condoms besides describing through photos and films all the facts happened during the interviews.



AIDS CONFERENCE 2006 TORONTO



3rd AFRICAN CONFERENCE FOR RESEARCH ON THE
SOCIAL ASPECTS OF THE HIV/AIDS DAKAR * SENEGAL



CONDOM COUTURE

Justification

According to what we noticed in the last “Dress Up Against Aids” exhibitions we could realize that the exhibition causes a positive impact on visitors, having a positive meaning about the object – condom. However, it was also possible to notice the exhibition’s effectiveness once visitors have the opportunity to discuss and come up with a new purpose for condom while paying attention to the exhibition once it is possible to notice that the pieces of art do not speak for themselves.

This way, including our instruction and monitoring as the exhibition speaker results in a better effectiveness in changing visitor’s behavior related to condom usage.

This work is based on surveys about the importance of working different ways of prevention that just not use the information flow and content about the importance of condom, and also, do not reach the visitor’s emotions. According to the sociologist Monica Benfica Marinha, “the consciousness of the need of using condom does not imply that the practice of its use has to happen once surveys show that there is a great distance among the advanced level of knowledge about AIDS, the need of condom usage and behaviors that involve less risk”.

The same researcher assures that the campaigns that use terrifying elements about DST/AIDS do not affect any change in behavior because of lack of information about essential feelings connected to people’s sexual life: pleasure and seduction.

This way, the presentation of condom as something esthetic that has to be worn (clothes) recognizes that motivation to use condom does not have to be limited to a way of prevention, but also to explore feelings such as pleasure and lust over the object.

The survey

The main objective of this survey is to analyze the public’s action and reaction towards the artwork and how this artwork is sensitive to the public by interfering in the condom’s purpose and a change of behavior related to its usage producing new concepts and looks to HIV/AIDS virus prevention.





CONDOM COUTURE

Why Fashion?

Contemporary society inconstant nature keeps a close relationship with fashion, a common phenomenon from that time.

Fashion establishes network with the visitors who become important elements of the conditions subjectiveness and identities producing behaviors and transforming them.

Fashion, specially the one related to what is worn, is more and more being associated to the body's shape and the way of being, not just expressing their feelings but also taking part and interfering in the society's life style.

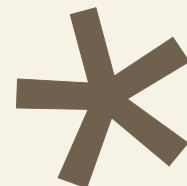
In this modern way of living, the appearance and the images mix with human being showing subjectiveness, giving the right to tell a story, to assure how he/she is, we can say to let others know why they are here for.

Getting dressed involves gestures, behaviors, choices, fantasies and desires, and for that reason clothes bring collective and social identities focusing on communication.

Because of that, the clothes choice as an object of art with the objectiveness connected to HIV/AIDS prevention reports the public reflection: if they firstly would or wouldn't wear the clothes that are being shown, even tough the clothes are made of condoms, they establish a second straightforward relationship of communication with the public giving a message of prevention: to use condom.

Social Proposal

In order to increase the HIV/AIDS people self-esteem we suggest visitors to donate beauty care products. The purpose is to donate those materials to institutions that provide support to people who are HIV positive.



CONDOM COUTURE

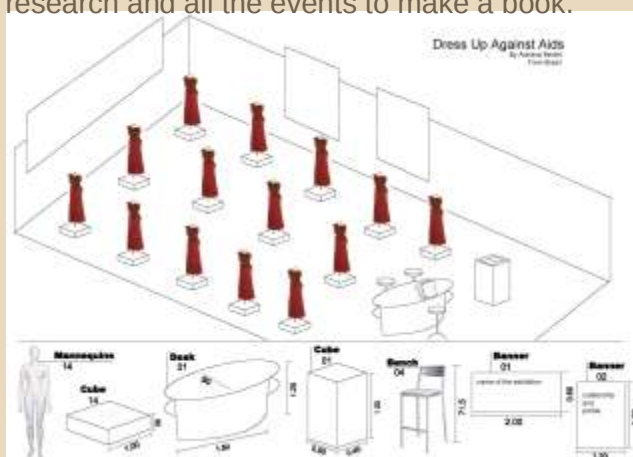
What we need to make the exhibition happen:

- *3 Business Class round trip São Paulo / destination by UNITED AIRLINES or company that works together
- *Hotel minimum 3 stars
- *Perdiem for feeding and local transport (\$70 for day for person)
- *Transportation from/to the airport and in the city
- *2 mobiles
- *Artwork handling and shipping – the contracting can choose the transportation company
- *70m4 minimum
- *12 mannequins
- *12 cubicles to the artwork support and/or any other suggestion from the art gallery or museum
- *Artwork proper illumination
- *Graphic signs with explaining texts and artwork technical information
- *A stand for the visitor' signing book
- *A place with a table and chairs or sofa where the local interviews will take place.

Exhibition Assembly:

Find attached a suggestion for the exhibition's assembly which can be perfectly adapted to the curator's criteria and/or the one responsible for the assemblage.

Adriana and Lia supervise the assembly and both of them make sure they dress the mannequins with the artwork due to the techniques required by the work which just the two of them are familiar with. They work together with Marcelo Martiniano he is photographer and video maker, his work is document the exhibition, the research and all the events to make a book.





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Investment

Artistic fee and concept

The following services are included in the artistic fee: creativity and concept, exhibition's assembly supervision, monitoring, lectures, informal conversations, both Adriana and Lia take part in the media.

12 artwork will be confectioned.

US\$20,000 (twenty a thousand dollars).

Term of Payment

The payment shall be made through Western Union 04 months before the exhibition opening. The payment can be made in 04 equal installments of US\$ 5,000 (five a thousand american dollars)

Investment to be estimated and paid by the contracting

2 round trip São Paulo / Destination

Hotel accommodation, food or per diem

2 mobile phones with local calls included

Exhibition' structure and assemblage

Visual Communication, Graphics and media

Local Arrival

It is essential to arrive in the place 04 days before the exhibition opening

The Trip Program

Arrival day off due to jet leg

02 days for the artwork atmosphere acclimatization

A day and a half for the assembly

After the exhibition opening we still want to stay there for 04 more days in order to monitor, manage a survey, have informal conversations, and also to be at the local media disposal.

Time of exhibition

30 days



Adriano Bertini

CREATION AND CONCEPTION OF ADRIANA BERTINI'S PROJECT