

Ayami Awazuhara, Aquatopia

28.09 – 03.11.18

Daoist Philosophy invites humanity to become like water: shapeless and yielding yet shattering mountains, meek and modest yet life granting, ever flowing yet without a purpose.

Life style company MUJI also invites us to participate in the effort to become “like water“. It does so in an attempt to ever expand their profits, to cover the global market like the great oceans cover the earth, turning Zen into cash.

In doing so, MUJI, perhaps inadvertently, had stumbled upon a common translation challenge shared by all those who interact with Japanese culture. Use of „I“, „you“ or “us” is rare there, it is considered inelegant and immodest to do so even when it is grammatically permissible.

The invitation for individual consumers to assert their uniqueness, their individuality by becoming like water, is thus hopelessly oxymoronic.

„I am like water, therefore I buy“

Ayami Awazuhara lives in Berlin. She studied Fine Art at the Berlin University of Arts and finished her studies as master student of Manfred Pernice. Her works have been exhibited in solo and double shows at Kunstverein Göttingen, DE; Despacio, San José, CRC; Kunsthalle Lisbon, PT; Jupiter Woods, London, GB. Awazuhara has also participated in numerous group shows at Parallel Oaxaca, MX; Haus am Lützowplatz, Berlin, DE, amongst others.

Ayami Awazuhara, Aquatopia
28.09 – 03.11.18

Aquatopia, 2018

16-mm to HD-video transfer
2:35 min

Assistents: Lucas Bueno Maia, Aranza Llanos Ciafrino
Instruments: Matthias Haffner

Aquatopia was made for the exhibition *Drift and Shift* at Kunstverein Göttingen.