

GYZ LA RIVIÈRE

HOME VIDEO

04.09 - 30.10.2021

Visual artist **Gyz La Rivière** (Rotterdam, 1976) was born in the same year as VHS. So it may come as no surprise that he collects photographs of Rotterdam video shops. It just may have gotten a little out of hand. Home Video is a two-chapter book in which photographs of video shops in the Rijnmond area form the core. La Rivière brings together images of more than 125 video shops and takes us on a journey through four decades of urban history with the aid of an essay, various texts, photographs, video shop cards, advertisements and other (private) archive material.

In addition to this extensive collection of video shops, the book contains a huge pictorial essay. This rich section reveals, among other things, the rise of the video studio in the Lijnbaancentrum, film and video workshop De Lantaren, video centre RKS and KUUB3. Since the advent of video, moving images have become an increasingly important part of our lives. From Zoom-meetings and TikTok to street cameras, from VAR in football to medical science. In the pioneering days, artists used video to break away from museum spaces and depict, for example, real life. Video is a democratic medium and surely everyone should be able to get on TV?

JOEY RAMONE

This powerfully illustrated book is an ode to the bygone VHS era and a paean to the video shop as a social institution in the neighborhood, a role that has all but disappeared in today's on-demand era. In the spirit of retro-futurism and with a warning for today's big data, La Rivière has been producing a lot of new work in recent years. What most of these works have in common is that they contemplate *the human* aspect that we are collectively losing, or have already lost. Nevertheless, *the dystopian* also carries its own charm. In the exhibition, expect to see blank and prerecorded videotapes, neon lights, a bronze VHS and a pirate TV station. The exhibition Home Video at JOEY RAMONE will adopt the *Gyzian* (abstract) atmosphere of the Brooklyn Cigar Co. tobacco shop from the film *Smoke* (1995). Many video shops had a similar ambiance as the shop in which actor Harvey Keitel utters this beautiful, illustrative sentence: *People say you have to travel to see the world. Sometimes I think that if you just stay in one place and keep your eyes open, you're going to see just about all that you can handle.*

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