

# **THE KITCHEN** VIDEO MUSIC DANCE PERFORMANCE FILM

512 West 19th St. (Btwn 10th & 11th Aves) New York, NY 10011

Reservations: 255-5793

# NO SALESMAN WILL CALL

CHRISTIAN MARCLAY/PERRY HOBERMAN

"No Salesman Will Call"

October 19-22, 8:30 pm,

\$10

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In the premiere of a new work commissioned by The Kitchen, "No Salesman Will Call," composer/visual artist Christian Marclay teams up with visual and multimedia artist Perry Hoberman. Marclay and Hoberman are both "performer-technicians" who create live spectacles out of activities that normally occur offstage, beyond the view of an audience.

Marclay is well known for his live manipulations of phonograph records. He uses multiple turntables to create dense mixes of found music and sounds. Hoberman creates visual spectacles using multilayered slide projections of images found and/or inspired by aspects of mass culture (particularly horror, science fiction, and advertising).

For their collaboration, they have assembled a complex arrangement of sound and image machines in which they operate, allowing them to interact freely with each other. The stage becomes a dense landscape of equipment, projections and sounds, an "instrument" that Marclay and Hoberman "play", creating a structured improvisation that is able to branch off into a number of possible proto-narratives. Multiple screens and a variety of projection devices and controllers mingle with numerous audio turntables, hundreds of phonograph records, mirrors, relays, speakers, video, slides, all controlled in real time by Marclay and Hoberman.

Using artifacts of pop culture, real raw material (film frames, LP records, etc.), Hoberman and Marclay reanimate dead fragments of forgotten advertising, B-movies, pop songs, and instructional records. Both images and sound are broken down into fragments which can be reorganized, overlaid, looped, or played backwards. This material is mixed and sequenced live, creating a high speed flow in which subliminal narratives flicker into existence, only to instantly dissolve, then reform, like microworlds momentarily glimpsed and lost.

"No Salesman Will Call": the kind of reassuring promise made in advertising that's supposed to convince you that no one is pressuring you to buy anything ... but then, of course, the salesman has already called ...

P R E S S R E L E A S E