

July 2003

Joep van Liefland

MASCHENMODE

Torstraße 230

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The presence of a bar called White Trash across the street may have inspired Joep van Liefland to new heights of trashy tastemaking. Liefland has transformed the gallery Maschenmode into a functioning video store whose decor matches its speciality: "Trash" cinema, with subcategories Splatter, B Movie, and Porno. The artist has built similar "Video Palaces" of plywood and old mattresses around the city over the past two years, and here, as in the earlier incarnations, a certain ambience (rather than the low rental rates) compels you to linger over a beer or wander into the X-rated area to check out Liefland's own homemade hard-core.

The selection at Maschenmode eschews the Trash canon's usual suspects the Ch Waterses for an assemblage of curiosities ranging from this month's recommendation, Cannibal Holocaust, to the Hollywood B movie Punk Vacation. In a dark room paneled with mattresses, Liefland projects his new one-man penetration porno, Hardcore Broccoli, 2003, starring the artist himself. The self-inflicted violence of the five-minute black-and-white tour de force, contextualized in a genre as marginal as the veggie-porno, seems a nostalgic call for an immediate physical experience that goes beyond conventional images of sexuality. Indeed, a nostalgia, embedded in the very idea of a VHS rental store in these times of porno Web pages and DVD burners, suffuses the project as a whole.

Ariane Beyn