SIGNIFIANT FLOTTANT

2014



STUDIO VIR ANDRES HERA

VIRANDRESHERA.COM

SIGNIFIANT FLOTTANT

2014
Film HD

He drifts through the city with no clear destination, no narrative anchor.

The camera stays close, then loses him, then finds him again. What holds is not a story, but a surface under tension. A body wanders through the center of Oaxaca.

Streetwear, Lacoste total look, Versace shoes, skater codes, racialized silhouettes. The signs accumulate without stabilizing. They circulate across identities and pop registers.

The figure appears within a field already saturated with projections of value, taste, and beauty. None of them adhere. What is seen as desirable, excessive, or out of place shifts with each encounter.

Nothing resolves. Signifier keeps moving.



ALL IMAGES: STILLS FROM SIGNIFIANT FLOTTANT. COURTESY OF THE ARTIST. 2014


HOTEL







SIGNIFIANT FLOTTANT, INSTALLATION VIEW. COURTESY OF THE ARTIST. 2014

WRITTEN, DIRECTED AND EDITED BY
Vir Andres Hera

FEATURING
Etienne Gallerand

ASSISTANT DIRECTOR
Lourdes Ramirez

ACKNOWLEDGEMENTS
Mo.Co. - Montpellier Contemporain