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Animated Photography: “Breathing Car”

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Animated Photography: “Breathing Car”

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Abstract

This piece is a reflection on Vedantic Reality; reflecting the version of reality we seem to create in our heads. Norbert Weiner (of cybernetics fame) describes the ‘have life’ quality that people impose on machines. We tend to attribute personalities and characteristics onto things that do not, (according to common sense reality) have them. We even name them, when there is no purpose for a name. Breathing car attempts to give life to an inanimate object. In other words, the ‘have life’ quality is projected onto the object. This is meant to exemplify how we fetishize our commodities, often attributing personalities to them to replace the aloneness we feel when we isolate ourselves with them. This piece was a photograph and was animated in Flash.

KEYWORDS: multimedia project, breathing car, animation

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