ATTRITION

DIRECTOR
Élaine Frigon

DURATION
2:35

YEAR
1995

ORIGINAL LANGUAGE
French

CATEGORY
Video Art

SERIE
Consumer society



DESCRIPTION
Attrition is the first part of a video trilogy on the aberrations of consumer society. Like the dog who barks, the citizen consumes, motivated by interior voices which dictate his behaviour. This work attempts to denounce our conditioning as consumers. Ironically, attrition - a widely used synonym for cut backs in the contemporary working world - signifies to bark in latin.

SOUND
Stereo

KEYWORDS
Dog, Consumption, Work

THEMES
Identity
Society