

THE MERMAID PROJECT

by
Marta Jovanovic

THE MERMAID PROJECT is inspired by the idea of strength that any woman has inside herself in order to change the world. Jovanovic is there to prove that female mind and body are stronger than any fictional mermaid.

Mermaid, Siren or Rusalka is a mythological creature half woman/half fish, a curious symbol of beauty and femininity. The scope of THE MERMAID PROJECT is to dismantle that symbol in order to question the standards of female beauty, seduction patterns and concepts of fertility.



"Jovanović is truly an artist of the twenty-first century. She can no longer call one country home, after living in Europe, the Middle East and North America. Her practice moves effortlessly between performance, sculpture, video and installation. She is interested in the legacy of feminism, but she also has deep admiration for her male forbears. Are these contradictory stances? They should not be. For identity today is a shifting and transforming process, rather than a fixed state. We have learned from the achievements as well as the mistakes of earlier feminist thought—prescribing what is a liberated feminism from what is not is a futile process. What is more enlightening is to understand that the post-feminist condition allows for a personal quantification of identity, one that is not forced or assigned. This is what our feminist predecessors fought for so bitterly—for our generation to have freedom to make our own choices about our bodies, our art, our lives." Dr. Kathy Battista - Marta Jovanovic: Performing the Self (2013)

PERFORMANCES

- BELGRADE MERMAID - Belgrade Biennial, The Marvellous Cacophony, curated by Gunnar and Danielle Kvaran, September 2018, Belgrade, Serbia
- LA MAREA - MACRO, Museum of Contemporary Art Rome, curated by Miriam Castelnuevo, Rome, Italy
- THE SCREAM - performance for video, video installation in collaboration with filmmaker Marcella Zanki, venue TBA
- THE CROSSING (working title) - symbolic swim across the gulf of Naples, Italy

BELGRADE MERMAID is literally fish out of water and it is conceived to be performed on the opening night of the Belgrade Biennial 2018. The artist will lay on the floor with her ankles constrained to mimic the shape of the mermaid tail. The audience will be invited to participate by wetting her with numerous buckets full of water placed randomly on the staircase leading to the place where she will lay. With the gesture of throwing water at the Mermaid, the audience is tempting to revive her, to help her get back on her tail and swim away maintaining the myth or finding the new path.



LA MAREA

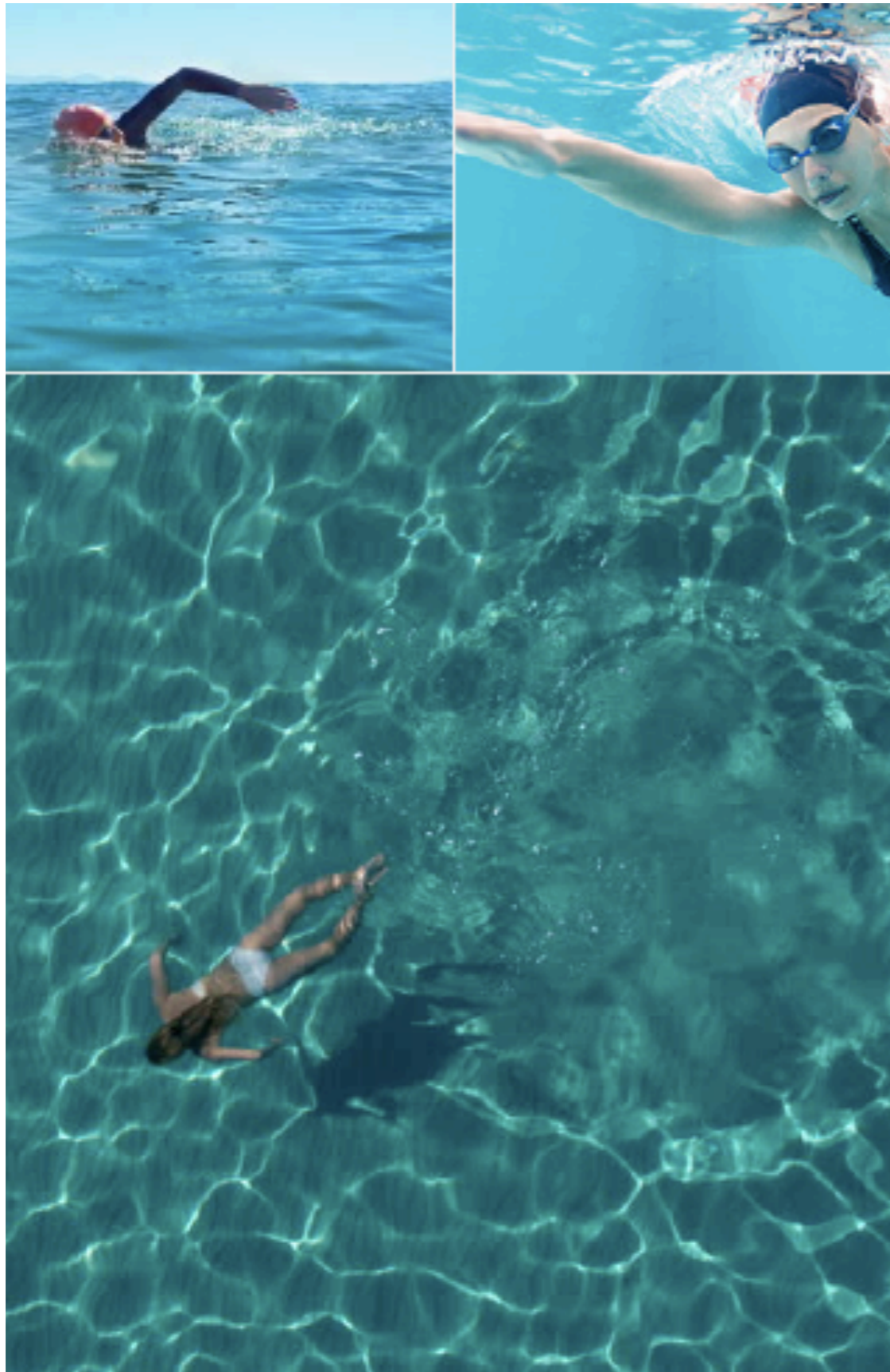
In a performance piece in which Jovanovic will walk barefoot on a pile of broken mirrors lead by the broken bussola for many hours at the MACRO, Museum of Contemporary Art Rome, the artist will put all her might into finding the right path at the crossroad where she found herself. This crossroad is symbolic for her in the city where she spent almost a decade of her life and that in many ways shaped her as a woman and as an artist. Women in this moment in history face many challenges: migration, survival, domestic violence while they are trying to build future for their children in real but also metaphorical terms as well as reflecting on their own legacy.





THE SCREAM

Performance for video, conceived in collaboration with and directed by Marcella Zanki, Croatian filmmaker is an immersive video installation. The audience will be invited to enter the room and experience almost in person the underwater scream. The 3D video installation with high quality sound will be projected in order to create the state of underwater anxiety that symbolizes the planet Earth (symbolically female) drowning as a consequence of global warming, pollution and other environmental concerns.



THE CROSSING

In the performance, Jovanovic will swim across the Gulf of Naples in order to prove that any woman is capable of beating the challenge. Regardless of her fear of water, she will impersonate Parthenope, mythological creature, the mermaid protectress of the City of Naples.



The process of preparations for THE CROSSING, performance itself as well as all the works of THE MERMAID PROJECT will be documented in the documentary film SIRENA (working title) by Marcella Zanki <http://marcellazanki.com>