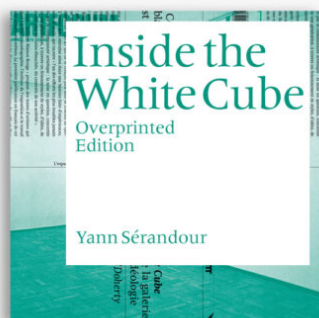


YANN SÉRANDOUR

INSIDE THE WHITE CUBE



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A PALIMPSEST

This publication functions as a palimpsest: constructed on the reprint of the first French translation of Brian O'Doherty's influential book "Inside the White Cube" (published by JRP|Ringier in the series Lectures Maison Rouge), it superimposes reproductions and commentaries of Yann Sérandour's work.

Yann Sérandour's interstitial and mimetic proposals stem from pre-existing works or publications, whose meaning and problematics are thus reactivated. Inscribing himself in a conceptual heritage, the artist is prolonging historical gestures or manifestations by infiltrating and parasiting them. This practice of "détournement" is a way of reviving the (sometimes latent) stakes and significations of appropriated elements, as well as a way to interrogate their historical, political, and aesthetic dimensions.

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