



Art idol: Reality Performance

“As in a famous reality show, artists perform to a jury, reenacting historic performances. Art Idol humorously problematizes issues such as the relevance of this language within the current scenario, and the spectacularization of art.” (Solange Farkas, 17^o Festival Internacional de arte contemporânea Sesc_VideoBrasil, Panoramas Do Sol - catalogue, p. 64)

Art Idol is a performance based on the finals of the famous TV reality competitions such as “X-Factor” and “American Idol”, this time to find the so called new solo performance talent. The winner is determined by the audience (through SMS text voting, Facebook voting etc.) and by a curators jury panel (contemporary art curators). The artists, Aya Eliav and Ofir Feldman, direct and co-produce the show, and perform as the final candidates. During the show they reenact important performances of influential artists. After each reenactment the jury discuss it and give their own opinion about our reenactments in reference to the original pieces. The show is accompanied by short promo-clips of each reenactment, a theme song, background and transitional musics and an animated logo. With the current show's program the duration of the show is approximately 52 min. The performance is meant to be on TV, broadcasted in live as a TV show.

Art Idol was presented last october in the 17th VideoBrasil Festival in São Paulo, Brazil. In this edition the artists chose to reenact four historical performance pieces: *AAA-AAA* by Marina Abramovi and Ulay (1978), *Open My Glade (Flatten) Öffne meine Lichtung* – video installation by Pipilotti Rist (2000), *Le baiser de l'artiste. Le distributeur automatique ou presque!*–performance by ORLAN (1977), and *Cut Piece*–performance by Yoko Ono (1965).

The show was broadcasted on SECTV, Sky, channel 3 Net, channel 137 OI TV, channel 28 on October the 10th as part of a TV program which was dedicated to the performances included in the Videobrasil festival.



*Art Idol São Paulo 2011,
Courtesy Of The Artists
Aya Eliav, Ofir Feldman
Reenactment of AAA-AAA*

Redefining the boundaries of performance art

Art Idol is a *Reality-Performance*, a new experimental art form which derives directly from performance art and installs it in a reality TV format, checking its place as an affirmed art form in the era of reality shows; checking the borderlines between artist to audience, TV audience and curators.

Our culture and contents are being molded by the public mass. This power becomes more and more influential, challenging the position of the traditional art system decision group.

Performance art is about an individual artist, present in a specific moment, creating a unique experience with a specific audience in a specific place: can this ideal survive the filter of today's reality shows?

Performance art has been always considered as one of the most rebellious forms of art. Eliav and Feldman would like to draw the mustache on the *Mona Lisas* of the performance art, not by creating a parody on the behalf of our beloved masters, but rather as a relevant inquiry of this art form. They wish to redefine its boundaries and to reinvent it by including on one stage different layers of performance: (1) a TV presenter who is an *actor*; (2) ourselves as performance-artist; (3) the 3 *real curators* of the jury members are actually becoming 'performance artists', by giving a real live critique and revealing the mechanism of criticism, which is usually not a part of the art piece itself and is experienced by the artist as a backstage fragile experience not to be exposed; (4) the public itself is performing as well when they kiss us, cut our clothes, or vote.



*Art Idol São Paulo 2011,
Courtesy Of The Artists
The jury members : Daniela
Bouso, Eduardo de Jesus,
Marcio Haru*



*Art Idol São Paulo 2011,
Courtesy Of The Artists*

"Art Idol" is an interactive allegory of the art system, a critical manifest regarding the similarity of the pop industry and the art market, where everyone is a performance artist. As the authors Eliav and Feldman apparently control the situation, because even a bad critic is a part of our show and because we are the only ones who can win and become "the next Art Idol", but at the same time we are also prisoners of the system, stuck between the caprices of the mass and those of the critics; between competition and collaboration.



*Art Idol São Paulo 2011,
Courtesy Of The Artists*

With an artistic background in painting, Aya Eliav produces performances and videos. A graduate from the Bezalel Accademy of Art and Design, Jerusalem, Israel, she recieved a scholarship from the Art Accademy in Rome, Italy, 2003. Among the exhibitions that have featured her work is the Beijing Biennale, China, 2010. Ofir Feldman is a graduate of the Accademy of Art in Rome and works with conceptual art in multi media. He was recently awarded a residency scholarship at K enstlerhaus, in Berlin, Germany. He has featured at numerous festivals including the ZEBRA Poetry Film Festival, Berlin and Loop Festival, Barcelona, Spain, 2011.

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