

FurCar

a project proposal by Taus Makhacheva

Below follows a brief outline of the artist's proposal, as well as a short description of the emotion behind the project, as submitted by the artist on 1 April 2010. The further development of the proposal can be followed online at <http://imagineartafter.org>

Brief Outline

This is a project that grew out of my FurBall proposal on the IAA website. It is an Intervention with anthropological research of the subculture, that is being formed at the moment. There is a new highway being built from Makhachkala to the airport. Every Saturday from midnight till 3am an unauthorised highway racing contest happens. Crowds of men in black gather to watch, socialise, and be part of the small newly forming subculture. I will not only be an observer. I will participate and document a carefully choreographed intervention with help of video camera. I intend to produce a full fur cover for one particular car and film its arrival and participation in this contest. The fur cover will be made out of old monster-like Soviet fur coats that I will collect. The end product would be an edited video of this performative action. I'm thinking of shooting another video with this fur car. I will either mix the two footages or display two videos in the same room in close proximity. The second video would be like a mock advert of luxury cars. Driving in this FurCar through mountains and fields with flowers, possibly chasing after another Russian minivan car called gazelle, FurCar like an animal chasing a deer.

Emotion Behind the Project

I have always been very interested in observing various social dynamics. I want to intervene, have a dialogue, have a say, make a comment on zillions of car adverts that present automobiles as key to freedom, masculinity, phallic power, autobeast that go wild, free when on the road, or when there is no road at all. I want to comment on how disposable fur can be, and how unethical an artist can be, I want to get a response from real Dagestan men to what would be going on when we will arrive to participate in this street racing contest... I want to use humour as a tool to connect...and critique. Its not only the critique of consumption, comment on exclusive masculine Dagestan space, half-bestiality of fur, RnB culture if you wish, but I see it as a gateway to communication with the environment, new social group. It is impossible to predict a response I will get from the people at the event or driving through a city of Makhachkala. It is like tapping on new ground.

Logistics

Principal medium: Video

Location(s) of production: Makhachkala and Moscow

Production budget indication: between £3,500-£10,000