

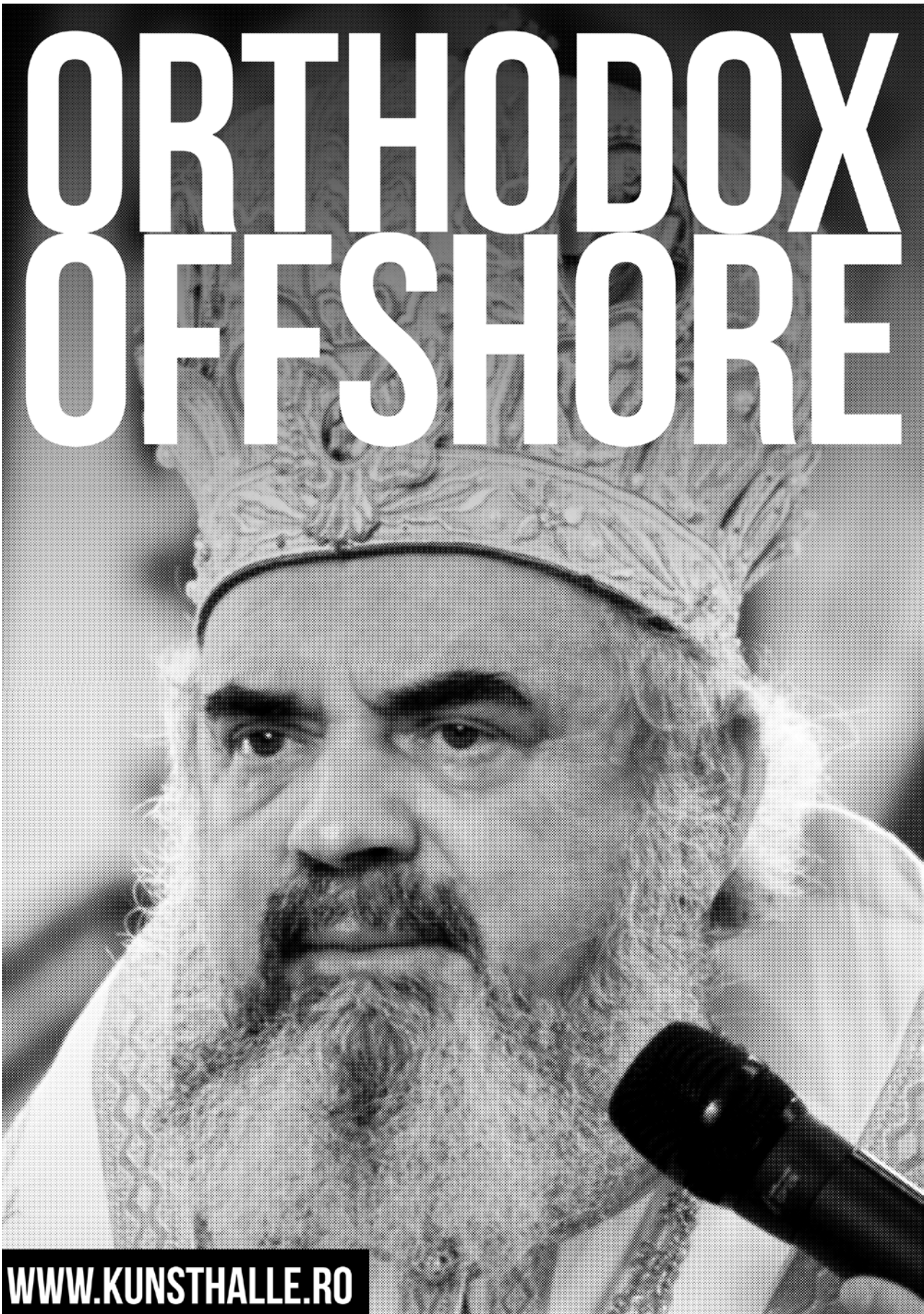
MINIMUM WAGE



WWW.KUNSTHALLE.RO

2018: 312€

ORTHODOX OFFSHORE



Poster by Claudiu Cobilanschi

WWW.KUNSTHALLE.RO

WWW.KUNSTHALLE.RO



35 BILLION METAPHOR

Poster by Claudiu Cobilanschi

Previous pages:

www.kunsthalle.ro, posters by Claudiu Cobilanschi

Printed newspapers are an endangered species, while the online media is extremely unstable and can be altered anytime. Today's journalistic world lost contact with its audiences. The editorial agenda cannot cover constructive social criticism anymore, which is a part of the partnership based on trust with the citizens. The "house dog of democracy" job is diluted by the acid rain of the private equity.

I decided it is time to do something, to reclaim my share of public space. I realized that the indignation I felt must find a breach, a way of expressing itself. I designed the first A0 poster and placed it in the middle of the city, in one of the most crowded squares of the central area. I resisted answering to the opinions of those who praised or cursed me, I answered to all the questions regarding the subject of the poster.

After more than 50 interventions of this kind, it became clearer to me why I started to publish these political posters and where the boundaries of this gesture are. I discovered that Romania is not friendly to political posters. These interventions ended up on social networks and, soon enough, I was contacted by similar intentions from other parts of the world. I learned that it is quite simple to make a poster and that the impact is huge if the subject is in concordance with the public conscience of the moment.

Moving forward with this "pseudo-campaign," the appearance of the posters started to change. If the first posters tried to copy the first page of a newspaper, as I tried to say more and more things, the aesthetic aspect of the posters became more simple and accurate, and the aesthetic character ended up losing its importance. The "beauty" of the poster became toxic to its message. The more aestheticized the content, the weaker the response.

I also discovered the portability of poster interventions. They became one of the social and political instruments that I carry in most of my international projects. The poster is a guerilla-media type instrument that can be printed anywhere. My ambition to transform this "campaign" accompanies me everywhere I go and it's my own way of making journalism. Thus, the most important circle of silence in which I was a prisoner broke and became closed in another spiral. If anyone can create a poster, then the idea of public space press is saved and we are able to once again communicate with our neighbors.

Claudiu Cobilanschi works at the boundary between art and the press, using, as a journalist, various media of expression applied to the unfolding and debate of socio-political themes, and is interested, as an artist, in the analysis and aesthetics of the influences of those themes. He approached favorite topics, like thinking stereotypes, mass media and ego-casting, immigration and poverty, a.s.o., by using techniques and methods such as photography & performance, super-8 cine-experiments, guerilla publishing & poster bombing. He has collaborated with institutions from Romania and abroad, like ParadisGaraj Bucharest, Kunsthalle Winterthur, Salonul de Proiecte Bucharest, Depo Istanbul, Rotwand Gallery, idea.ro, GalleriaPiu Bologna, IG Bildende Kunst Vienna, kunsthalle.ro, Tranzit/Erste, Romanian Cultural Institute, MotorenHalle Dresden, Prototyp Prague, a.s.o.