

Exhibition at the fabric hall NAT-Ali in Nantes, 2013.

Background Information the place and to the exhibition

fabric Natali was founded in 1913 as a family enterprise and produced pancakes, cookies and other sweets for the local and later for the national market. Already at that time the owners supported female workers and let them work and manage the producing processes autonomously and so helped them to become more emancipated.

In the framework of the 100st anniversary the descendants of the fabric owners invited 10 artists from Rennes, Nantes and Paris in order to produce their works, that are related to the history of the fabric, right at the place and to show the results during the exhibition . The exhibition "au lieu de" .

About the works

After having examined the archives of the fabric, Erdem has presented three works that deal with central topics of the effects of industrialization, technology.Ab

Manuel a ecrit un manuel pour le travail manuel >

(Manuel has written a manual for the manual work)

The work is a play of words and refers to the methods like manuals among others, to structure the working process. With that not only the product itself but also the process comes to the foreground in the transition from small scale production to mass production.

HomAge

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The 2nd work is a tribute to the working women who were employed in the fabric Nat-Ali in Nantes. The portraits of 3 women who worked there 17-35 years long without interruption according the accountant's book from the archive. The x-ray work show them in their young ages back to the fifties and decades later with the fabric owner who arranged a party for the fidele female workers.

In opposite to the "blacklegs" at the very beginnings of the industrial revolution in England (when numerous women took over the working places after the men revolted against the bad working conditions in fabrics) these women were not seen as a replacement for male work force but they were equally treated members of the production place.

"Le nouvel ordre des mots et des choses":

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The last work is a collection of edited, rewritten and sketched bills that Erdem has collected from supermarkets or malls in France. The collection is a contradiction and complement to the fabric accountant's book of 1957.

The work refers to Foucault's 'The Order of things' (orig.: "Les mots et les choses") in which he poses the fundamental question in how far our human logic is the result of the human will to structure and organize things in an artificial way. Bureaucracy as the highest form of structuring and organizing things. It stands for the complexity of collected information that needs to be put into an order. Intellectual progresses, discourses, explanations have no place in such aesthetical looking columns, lines and commentaries. The statistics derive from this form of data collection.