

Under the Rug

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The most evident feature shared by the works in the exhibition is their raw materials: trash bags, steel wool, dust cloths, or waste components of a plastic factory that produces packaging for detergents. They are all taken from the world of personal hygiene and home cleaning. However, the very preoccupation with cleaning indicates that there is something dirty that requires it.

Aviv Grinberg, who during his service in the IDF was in charge of cleanliness in a military prison, creates works using various cleaning materials in a bid to turn the traumatic experience into something colorful and aesthetic. In the current exhibition, he presents undesirable waste, in the form of defective products of a plastic factory that produces containers for detergents. Moran Asraf's works reappropriate materials used by the "housewife" to create art. Her installation, made of steel wool that is crumbling to the gallery floor, leads us to a video work in which the artist is seen in a pristinely white domestic setting, which she deliberately sullies by vigorously cutting and shredding beets. Inbal Hoffman's works turn the everyday elements of the immediate home environment into wondrous landscapes or seemingly pointless amusing contraptions, such as a black garbage bag that swells, rises, and deflates over a white trash can again and again, or dozens of white paper napkins covering the already white wall.

In these works, cleanliness seems to be a metaphor for normative human conduct, which aspires to achieve order, to organize, and to conduct oneself in the world in a clear and meaningful manner. In the face of this eternal human endeavor lies the "dirt" of life itself: challenges and difficulties that always await us around the corner, defying our stubborn attempts to sweep them under the rug.