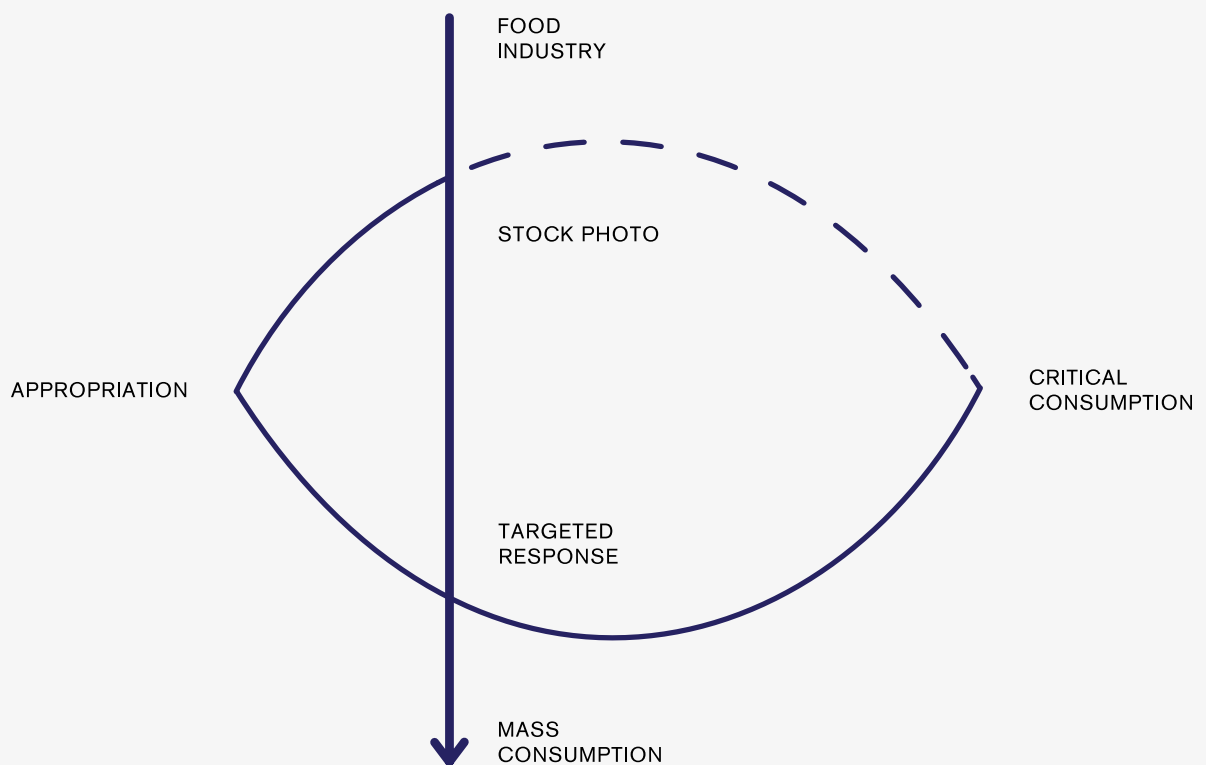


# D-07 EFFICACY TESTING STREAM

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Consisting of a video installation accompanied by a series of digital prints on PET, *Efficacy Testing Stream* stems from an appropriative gesture: a series of food stock images purchased on eBay are mounted as a single magmatic flow in which the layering of visual levels removes the neatness and, as a result, the effectiveness of the photographs.

Created to sell edibles, the images, now on the verge of illegibility, become an oozy visual backdrop for a voice-over that, adopting hypnosis and ASMR (autonomous

sensory meridian response) techniques, delivers a long list of articles and essays on ethical and political issues related to food.

*Efficacy Testing Stream* operates as an invitation to information-gathering and conscious food consumption by subverting the mechanisms that regulate the elements of communication in advertising.

(Francesca Lazzarini, 2015)



Installation views  
UV prints on PET film, series of 2, 200 x 120 cm





Inkjet prints on transparent paper (pictorico), series of 5, 50 x 40 cm



Inkjet prints on transparent paper (pictorico), series of 5, 50 x 40 cm