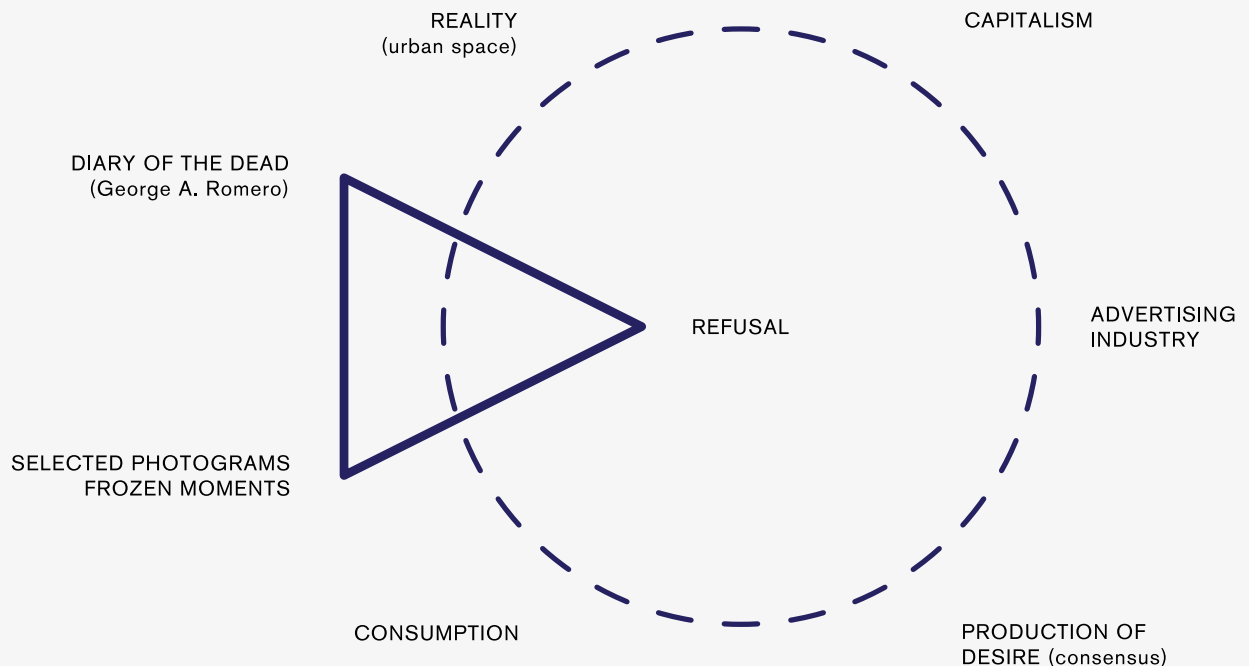


# D-08 THE DEAD COMMERCIALS

MIRKO SMERDEL

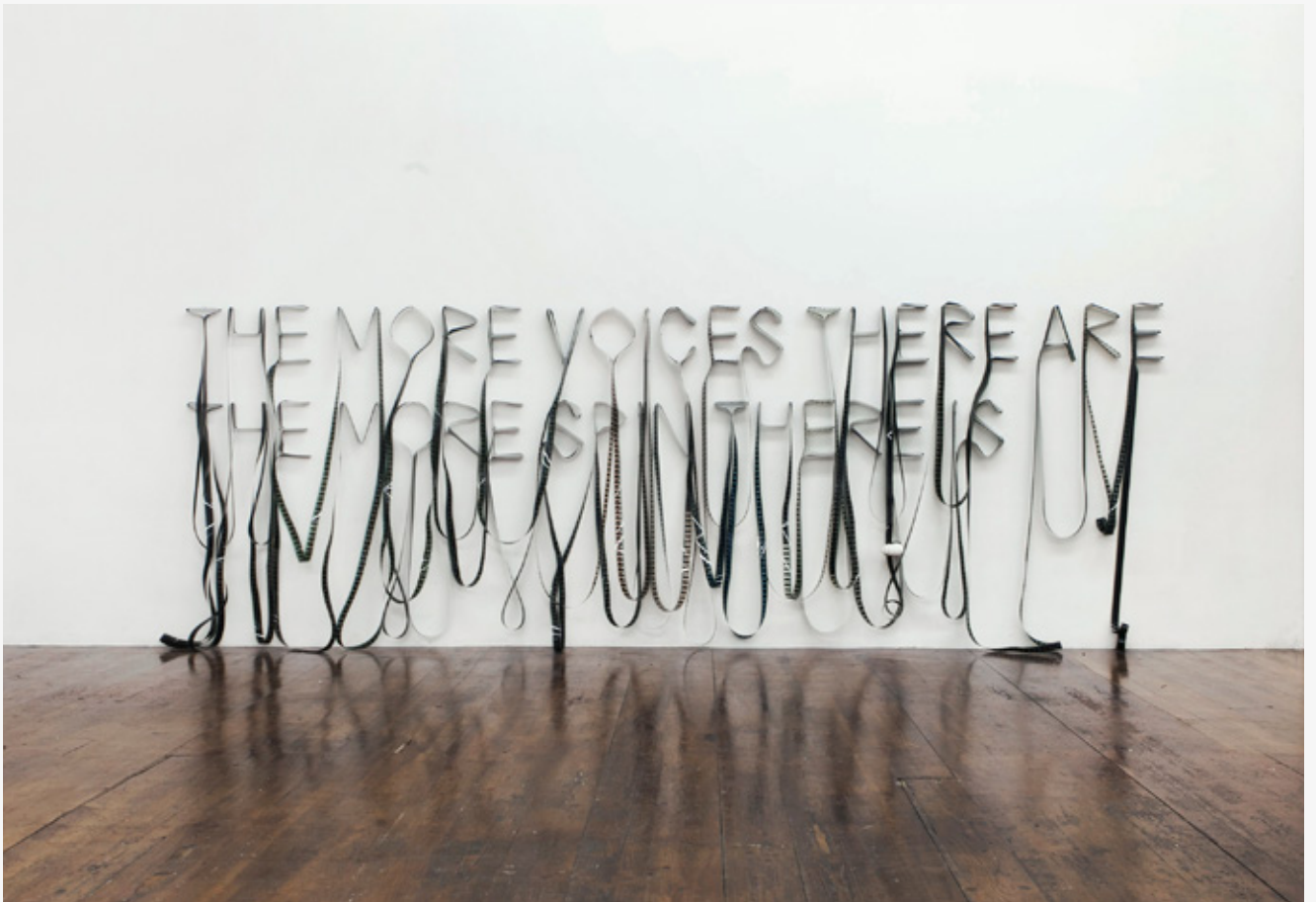


On Wednesday the 4th of May 2011 on the walkside of via Schievano in Milan, a roll of 35 mm film was found, unrolled and abandoned.

The film has been recovered, restored, and scanned. It contains six commercials for different products: *Lega del filo d'oro*, *Lipton Tea Time*, *Diffusionetessile*, *Foxy Mega*, *Tantum Angelini*, *Groupama*.

If we look at each single photograph, isolated from the narrative flow, the perception of these commercials radically changes and almost grotesque new features seem to appear.

Stripped of their primary function - that is, inducing the desire to consume - the film clips mounted on the gallery wall form the sentence "*The more voices there are, the more spin there is*", taken from the script of the film *Diary of the Dead*, in which director George A. Romero reflects on the role of media within society through the codes of horror movies.



Installation view: original found film mounted on wall, variable dimensions



Photogram's detail