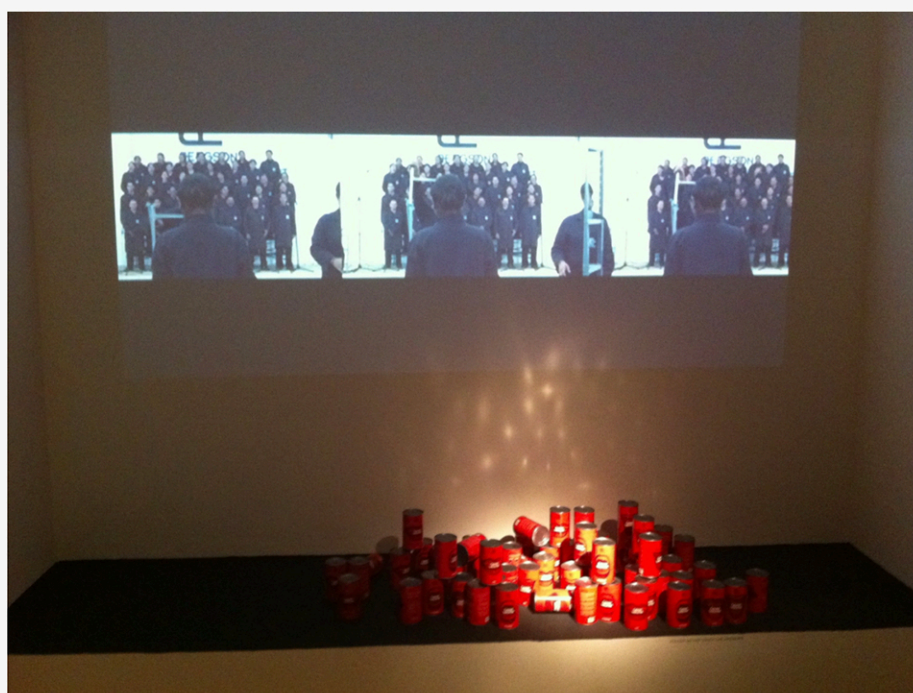


Yoshua Okon: Canned Laughter

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Yoshua Okon: Canned Laughter

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Okon takes on the *maquiladora*, a typical Mexican factory that exploits underpaid workers, in his video installation *Canned Laughter*. The piece focuses on Ciudad Juárez, Mexico, as a maquiladora site and its role within the global context. The video installation shows a carefully orchestrated scenario in which a group of ex-maquiladora workers were hired as actors to produce different kind of laughter – hysterical laughter, nervous laughter, wicked laughter, and so on. The artist created a fictitious company, Bergson, that produces these laughter in cans to be used in sitcoms.

The resulting 3-channel video documentation has a sense of dramatized reality. Despite the absurdity of the actions, Okon has followed the communicative codes of the corporation closely – from the uniforms, logos to the set up of the assembly line. By mass-producing the personal emotion, Okon attempts to reflect the impossibility of translating true emotion through technological means.



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