

Ali Feser

*We Put the Clouds in the Sky, We Can Take Them Away, 2022*

Kodak Carousel Slide Projectors, digital projectors, 35 millimeter slides

In 1913, Kodak invented panchromatic film. Though still black and white, the new film was sensitive to both the red and blue parts of the spectrum and, so, had the capacity to image more variation in color. It could even image the difference between the clouds and the sky behind them. At the same time, the title refers to the power of labor to produce value and its potential to pull the brakes; the power of corporations to shape how we see and what we remember; and the hold of fantasy and the long work of eroding it.

