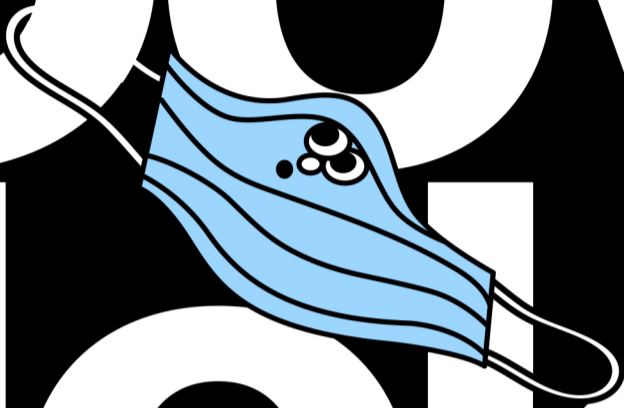


25,000 Covid Jokes (It's not a joke)

M
M



25,000 blagues sur la COVID (ce n'est pas une blague) — graphic design: Maria Chiara Moro

By Paola Pivi
@paolapivi

At Chapelle du Centre
de la Vieille Charité, Marseille

From 24 June
To 12 September 2021

musees.marseille.fr

PAOLA PIVI

PERROTIN

[mac]
musée d'art contemporain

M
M
Musées de Marseille

VILLE DE
MARSEILLE

25,000 Covid jokes (It's not a joke), 2021
by Paola Pivi
24 June to 12 September 2021
Chapelle du Centre de la Vieille Charité, Marseille

In the spring of 2020, as countries worldwide entered into lockdown due to the coronavirus pandemic, Paola Pivi, like many of us, turned to her devices. Seeking information about the pandemic, along with ways to connect beyond the confines of her home, the artist became fascinated with the virtual content being created in response to the pandemic, notably the thousands of memes circulating through the internet. Working in text, cartoons, found images and video stills, meme-creators disseminated their jokes about COVID-19 and the many issues surrounding the pandemic, allowing their content to circulate between social media platforms, search engines and online communities. Working with collaborators around the world, Pivi started collecting these jokes, cultivating an ongoing archive of pandemic-related memes. For this exhibition, the artist presents her collection for the first time.

La Vieille Charité, which was restored and developed into a cultural center, reopened in 1985, was originally erected in the 1600s as a workhouse for the poor, as well as a hospice for children and the elderly, a place where patients affected by the plaque in Marseille were confined.

Reimagined as a labyrinth, Paola Pivi creates a new internal structure in la Chapelle du Centre de la Vieille Charité to showcase thousands of printed images of jokes on Covid.

Pivi's exhibition, the hyper-contemporary collection of memes circulating globally on the internet, unfolds thematically, based on language and country of origin, presenting memes from over sixty countries ranging from jokes in Arabic and Chinese to English and French.

The expansive presentation engages with a range of topics: from the scarcity of goods like hand sanitizer and toilet paper to intense isolation and a surge in political uprisings, as well as our shifting social dynamics. The resulting "jokes" are not filtered and instead represent the myriad ways we as humans communicate.

"It is the first time that experience of a global event has been shared, consciously and concomitantly, in real time, throughout the world. What can we take from this unprecedented confrontation with reality?"

Thierry Ollat

The exhibition is curated by Thierry Ollat, Chef d'établissement, [mac] musée d'art contemporain de Marseille. For the inauguration of the newly renovated [mac] - musée d'art contemporain de Marseille, Paola Pivi will have a solo exhibition in winter of 2021/22.

The exhibition is co-organized by les Musées de Marseille, Perrotin, and Paola Pivi, with the kind support of engineering company Pro Iter s.r.l., Milan.