

Parvez Imam

9 - 5 Clock

2016

5:00 min.

16:9

It's a rush hour in the city of Basel. Thousands of people running around — someone's pressed for time, someone's killing time, someone's taking time for a lunch... But so many of them, intuitively stop in front of the eBoard of the Congress Center at the fair grounds, looking on those popping colours of the filmic clocks' image by Parvez Imam during its presentation in 2017. Isn't it ironic — we, whose lives depend on time are stopped with the image of it.

But it's not just some clock, it's Parvez Imam's work called "9-5 Clock". 5 minutes, 5 colours, 5 sentences to describe the reality we live in. Each of this 5 phases uses the digits from 1 to 12 — the black background step by step "hour after hour" turns to be colourful. The rhythm is created. This kind of rhythm makes the heart beats faster, in the rhythm of change of the clock, in the rhythm of passing time.

For about twenty years "9 to 5" working day was the normality for each working person, more than usual 8 hours working day seemed to be an extraction to the rule. Dolly Parton in her famous song "9 to 5", the soundtrack to the film of the same name sings: "Workin' 9 to 5, what a way to make a livin'/Barely gettin' by, it's all takin' and no givin'/They just use your mind and they never give you credit/It's enough to drive you crazy if you let it".

But how many hours are enough for a modern workaholic, or even a usual employee?

Industrialization and urbanization, those products of progress, gave modern people everything they need, but took from them one of their greatest treasures — time.

The mechanical clock, invented almost 7 centuries before, became more and more a symbol of passing time than a symbol of our belonging to the creator as it was in ancient societies. People all over the world are now always under pressure to lose time, not to catch the right moment or even to pass away before the time comes.

So that's the never-ending attention to that phenomenon that we call time, that makes us stop in front the eBoard, It is the complexity of this "simple masterpiece" — our living time.

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Videocity

(videocity.bs is a public art project by the curator Dr. Andrea Domesle in Basel, Switzerland)