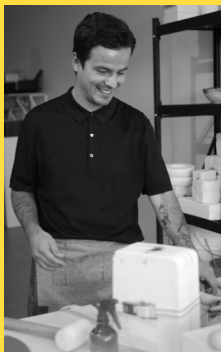


A GENUINE FORAY INTO THE WORLD OF OBJECTS, THE EXHIBITION *TROPICANA* EXAMINES THE WAY WE CONSUME TODAY, THE BETTER TO UNDERSTAND ITS FUTURE IMPACTS.

WHAT IS AN INSTALLATION?

In contemporary art, installation essentially means arranging various objects and media (e.g., sculptures, videos, images, sounds) in a space, either indoors or outdoors. The artist creates an environment that the spectators can enter and walk around in; sometimes they can even interact with certain components, as is the case with *Tropicana*.



ABOUT THE ARTIST

Born in Costa Rica, Juan Ortiz-Apuy has lived in Montreal since 2003. He is an assistant professor in the Department of Studio Arts at Concordia University. Working in his favoured techniques of collage and assemblage, he makes art driven by thinking around consumer goods, often employing humour to explore the advertising and media strategies associated with them. His works—which he presents in the form of multimedia installations—draw inspiration from design, art history and pop culture.

UNBOXING VIDEOS: ENTERTAINMENT, OR “STEALTH” ADVERTISING?

Juan Ortiz-Apuy is fascinated by the phenomenon known as “unboxing”, which is hugely popular with children and teens. In unboxing videos, posted to YouTube, people unpack new products of all kinds, ranging from toys to tech gadgets and accessories, and even food. This content is often produced by influencers—themselves sometimes children—who are paid by companies to promote their goods. The goal: capture our attention, pique our interest . . . and make us buy!