

We Need to Talk

By Mahmoud Hojeij

At the end of the day if you stand on any piece of land and look, you will probably see what you have been told about that place.

Once you stand, there is no way back. You must look and since your longing to discover plays a role against your memory; you end up fighting both, the will to build on what you are about to observe and the agony of not allowing what your memory has been reserving over the years. You must see what you think or feel should be there and neither will. Memory is thirsty, and your eyes cant keep on feeding it all the time, so try something else. Isn't a blank page much more powerful than the literature of the world.

If you decide to look away, you will most probably see how you would like that place to look.

Look away. How much is your need to remember? Try to keep every single piece right in front of your eyes so you don't forget about it. Never forget what has just happened because 99% of the times it will happen again, and again. How many times have you tried to look away when you are in front of a mirror? None.

If you close your eyes, you might not see, but you will definitely feel how much that place looks like you.

Just imagine how tempting is the ability to create what suits you. Embrace the fact that right when you are about to loose something, you just gained it. Isn't

it still inside, kept dearly? Memory is never replaced but always in the state of being. You are welcome to join anytime as long as you return what you are about to take off.

At the end of the day, any view can turn into a point of view; just like how any point becomes a view. Media is memory. And nothing has happened since we met. **So it does not matter anymore if in the unlikely event of failure, a product is fixed, replaced or thrown away.** Well, it may not matter to you but it does matter a lot to me. It matters that we meet, that we remember, that we forget, and that we return to the point where it all started. We fail and become, fail and become, and once we stand, there is nowhere else we'd rather be but here, in front of each other.

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* photographs in this exhibition were captured at the sunset of april 7, 2010 in the span of 48 minutes, dead sea area.