

PopCorn Rock



The PopCorn Rock sculptural site-specific project by Kristyna and Marek Milde explores the cultural narrative of our most prevalent staple food, corn. PopCorn Rock is a granite boulder covered with petroglyphs depicting ornamental images, symbols and human figures, carved in to the rock, appearing on the first encounter to be message from the past. By using the ancient technique of a petroglyphic art, Mildes chiseled in to the stone an engraving, retelling the story of corn, and its significance and cultural role seen from the contemporary perspective.

The PopCorn Rock is located on the edge of a former corn-field and a rural country road in the Berks County, Pennsylvania. Visible from the side of the road is a historic drawing of a corn chiseled in to the stone surrounded by an oval shape identifiable as a smartphone silhouette. The artists describe the image as representing the modern framing of history and knowledge in general by a screen, referring to an actual petroglyph of a corn plant made by Navajo Indians, which they found online while researching the topic.

There is also a snake-like image that could be read as a shamanic symbol, and at the same time noticeably resembling a molecular structure. In fact the snake is a reinterpreted form of the molecular chain of high fructose corn syrup representing the sneaky nature of the artificial substance. There are also other symbols, which can be discovered while walking around the stone, such as circular rosettes-like popcorn and three overweight figures engaging in modern rituals of shopping, drinking soda and watching TV, activities in which corn plays a major role.

"By using the technique of the ancient petroglyph art, we are interested to look at the present corn from the perspective of the past, to create , to create a metaphor of cultural intersection and awareness for the current issues we can't or refuse to see", say Mildes.

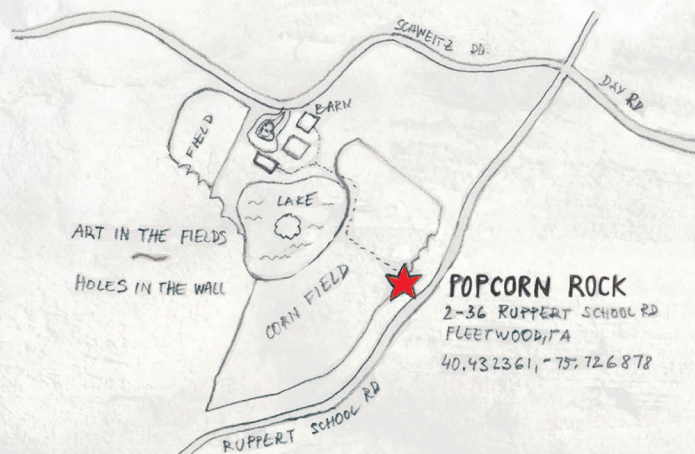




PopCorn Rock, 2016, site-specific project in New Jerusalem PA, petroglyphs on stone, 45"x 100"x 80"

The project PopCorn Rock by Kristyna and Marek Milde has been developed for the Exhibition Exquisit Corpus: Maize at the ART IN THE FIELDS site, a 29 acres old farm property of woodland, fields, pond in New Jerusalem, PA presented by the Holes in the Wall Collective. In the project seven artists/artist groups engage in an exquisite visual dialogue inspired by the immediate landscape, its history and the role of CORN in response to an initial question posed by the curators Julia Meeks and Dhira Rauch: What is our relationship as humans to the land and what are the consequences of that relationship? What are the ecological, political, economic, and cultural implications of these consequences? More at holesinthewallcollective.org

Kristyna and Marek Milde are Brooklyn based interdisciplinary artists and curators, originally from Prague, Czech Republic, working together as a collaborative tandem. In their art practice they explore the culture of modern lifestyles examining the themes of alienation of culture and nature. The PopCorn Rock is part of larger body of Milde's work confronting consumerism, in which they explore myths, symbols and rituals of the culture of food and its environmental integrity.



mildeart.com

The PopCorn Rock is located on the roadside between the former cornfield and the road approximately at 2-36 Ruppert School Road, Fleetwood, PA 19522. From the Art in the Fields it is 5 min walk around the lake and across the field towards the Ruppert School Road.