



Masquerade

Original title: Masquerade

In their collaborative practice Vermeir & Heiremans focus on the dynamics between art, architecture and economy. In this practice the artists define their own home, a loft apartment in a post-industrial building in Brussels, as an artwork. Whilst keeping their home private, they use it to create 'mediated extensions', translations to installations, videos, performances, publications... that generate a public hyper-visibility for their domestic space. Art House Index (AHI-) is a new 'extension' that proposes the transformation of 'the home as an artwork' into a financial instrument. A financial index measures the performance of a specific part of the economy i.e. Dow Jones, S&P500, BEL20... The potential value of (AHI-) would be its ability to render an opaque static product that is difficult to trade, like a house or art, into a tool of measurement that is very transparent for many investors. In the film *Masquerade*, a TV-reporter is telling the story of the protested 'initial public offering' (IPO) of (AHI-). While she is addressing the camera, what appears to be a reconstruction of the IPO is taking place in the background. And then it all starts going wrong again! Is the audience witnessing an insider-sales in an auction house, a crash in the market or is it a hearing in a courtroom, one that tries to unveil the intricate dynamics of a confidence game? Art, like finance, is a system of belief and their markets are where this belief is put to work. The ephemeral worlds of 'high finance' and the 'global art markets' thus offer a unique context for the narrative of *Masquerade*. It is set in a fragmented environment that continuously transforms from a gallery white cube to an auction house, commodity exchange, trading pit, even a courtroom... all places where values are negotiated and exchanged. *Masquerade* borrows its title and structure from Herman Melville's last novel, *The Confidence Man - His Masquerade* (1857), a critique of a culture of professional trust, which regards human relation as purely financial transactions. It is a filmic story that narrates in 45 scenes a series of exchanges between a so-called 'confidence man' and his victims. Appearing in multiple identities, the title character manipulates the convictions and the confidence of his victims, and finally binds them with a financial contract.

CREDITS

DIRECTOR: Katleen Vermeir, Ronny Heiremans

PRODUCER: Katleen Vermeir, Katrien Reist, Ronny Heiremans

WRITER: Katleen Vermeir, Ronny Heiremans

CAST: Peter Sileghem, Philip Brackx, Sun-Mee Vanpanteghem, Andrea Phillips, Nav Haq, Mon Bernaerts, Elien

Hanselaer, Amir Borenstein, Ciel

Grommen, Fatos Ustek, Hans Bryssinck, Limited Editions

Heike Langsdorf, Justin Bennett, Karlijn

Sileghem, Liliane Keersmaecker, Mi You, Michael Schmid

EDITING: Amir Borenstein

PHOTOGRAPHY: Katleen Vermeir, Yichai Gassenbauer, Amir Borenstein

ART DIRECTION: Dieter Leyssen, Ciel Grommen

TECHNICAL SPECS

RUNNING TIME: 51'

AVAILABLE IN: 2D

ASPECT RATIO: 16:9

SOUND FORMAT: stereo (2.0)

CONTACT & SALES

CONTACT

Limited Editions

SALES

Jubilee

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MORE INFO

flandersimage.com

CREATION DETAILS

TYPE: Film

PRODUCTION SHARE: Majority Flemish Production

YEAR OF PRODUCTION: 2015

PRODUCTION STATUS: Completed

ORIGINAL TITLE: Masquerade

ORIGINAL LANGUAGE: English