



*"What Do I Do?"*

An installation by:

**MARIO LARA**

for

**Institute for Design and Experimental Art  
Sacramento, California**

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I focus on the question: How do we make our way through the world? My intention is to place the viewer in a manipulative situation that mimics our built environment.

I see the urban landscape as a maze fabricated by the dominant culture to elicit and reinforce a desired pattern of behavior. In attempting to maintain order however, segments of our society become disenfranchised. Through this experience, I hope to encourage the viewer to question patterns of behavior and control. To accept responsibility for shaping the world in which we live.

I propose barriers that coax the viewer through the space. They will ultimately be lead to encounter a billboard-like construction. An authoritarian image, not unlike “Big Brother/1984”. The barriers are examples of architectural elements that move us through the urban landscape, one is “soft” and the other “hard”.

Both barriers create a “funnel” that lures the viewer through the space. Eventually the viewer will encounter the billboard-like construction. This image is intended to overpower, be impersonal, and inspire a feeling of subordination. To comment on the subliminal process of order enforcement, I will obscure the image. The “face of authority” may not be obvious at first, but in time the image will become apparent.

The “soft” barrier is more poetic in design, my comment on clever design solutions that are not solutions at all, but reinforce current concepts. It is pleasant to experience and therefore has the potential to be more effective as a manipulative tool. The “soft” barrier is constructed of painted wood and white fabric. The “hard” barrier on the other hand is more obvious in its function. It is a large fence. An exaggeration of the little white picket fence. This barrier will have a small window that focuses on the billboard construction behind. The “hard” barrier is constructed of painted wood.