

NOA GINIGER

In her sound work from 2008, Noa Giniger uses the song "Everybody Loves Somebody Sometime", which became famous after it was recorded by singers such as Frank Sinatra and Dean Martin. In editing the version sung by Sinatra, Giniger removed most of the lyrics and melody and replaced them with total silence. Only the canonic sentence remains; it is repeated three times, as in the original version. The piece loops after 3 minutes, 42 seconds, which is the length of the song. The volume alters slightly each time this sentence is repeated.

As with many of Giniger's other works, Everybody Loves Somebody Sometime "stands alone" in an otherwise isolated space. This physical void creates a tension between the immaterial object (the sound work) and the space in which it is situated. In her work there is a permanent tension between an ephemeral idea and a physical experience that takes place over time. In this instance, the fact that the song is so well known and popular creates a set of expectations. The viewer anticipates what will come after the first sentence but is instead confronted with an unexpected experience, namely a silence. As the sentence repeats, it begins to sound more like a shout or a demand than a tender serenade.

Everybody Loves Somebody Sometime uses a familiar, nostalgic love song and converts it into a physical interrogation of space. In doing so, Giniger replaces the romantic atmosphere of the song

with a reflective one. She walks a fine line between what is considered to be a cliché and an attempt to deconstruct this platitude. By distilling out the essence of the song, Giniger questions what it typically stands for and suggests different notions about relationships. In this context, she is referring to both spatial and human relationships. The cloud of uncertainty that surrounds this work makes us wonder whether it is a cry for love or a critique of the concept "love" itself.