

Anna Novakova
AICA Congress 2019
Proposal

Rear View: Nostalgia and Post-Socialism in the Work of Emerging “Yugoslav” Artists

Since the start of the civil war in 1992, a new generation of young artists have grown up in a post-Yugoslavian world. They don't remember Yugoslavia, but have constructed a Utopian version of the country in their minds and in their work. Many of their associations come through cinema, album covers, food and advertisements from the 1970s – a kind of camp socialist aesthetic. Similar imaginary nationalisms can be seen in work by young artists in other no-longer-existent countries such as East Germany, the Soviet Union and Czechoslovakia where artists have mined mass media of earlier decades. Dismissed by western art critics as “nostalgic and retro,” my talk focuses on the emergence of various post-socialist artistic practices that are a complex internalization of geographic and cultural identity.

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Novakov Short Bio 2019

Anna Novakov (born in Belgrade, lives in the United States) operates as a writer, curator and independent artist whose practice currently focuses on the transitory modalities of the olfactory and gastronomic arts. By focusing on spaces of interdisciplinary contamination, Novakov (Ph.D. New York University) is able to unpack historical events through an interdependent artistic lens. The author of dozens of books, articles and exhibition catalogues, Novakov is Senior Curator of Provisional Art Space (New York), Art and Technology contributor to Art Press (Paris) and a Vice President (USA) of the AICA - International Association of Art Critics (Paris). She teaches workshops in the olfactory and gastronomic arts at the San Francisco Art Institute and is publisher of Base Camp Press (New York). Current projects include *Phobic Smells* (series of scented zines), *Red Leather* (an olfactory radio play about 1960s Belgrade), *Linger: Scent in 20th Century Cinema* (book) and *Black Carbon*

(museum exhibition), *Petrichor: An Olfactory Opera* (performance) and *Baked Goods: Olfactory Memories of Home in the Work of Yugoslav Artists in the Diaspora* (book chapter).