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*If you make that kind of joke, then we call it a lie*

Rumiko Hagiwara

22 February - 12 April 2014

Jeanine Hofland proudly presents the second solo exhibition in the gallery by Japanese artist Rumiko Hagiwara (1979, JP) entitled

*If you make that kind of joke, then we call it a lie.*

Rumiko Hagiwara borrowed the title of the exhibition from a painting by Benny Van den Meulengracht-Vrancx. A Belgium artist who Rumiko Hagiwara met in Antwerp during her residency at AIR Antwerpen. The phrase emphasizes an answer of a Japanese woman when Meulengracht-Vrancx confronted her with the western notion of a sarcastic dialogue on a rather boring concert; ‘Did you have fun last night?’, ‘Yes it was really, really good!’

The Japanese woman intended to say that if someone within a Japanese context would answer in a positive manner to address a boring concert it is not considered as a joke, but as a lie.

As an outsider to the cultural context of her daily life environment, Rumiko Hagiwara uses the misreadings and misconceptions she encounters within social interaction and daily situations as an important source of reference in her art practice. By analysing cultural phenomena and daily life situations on the basis of factual and visual information, Hagiwara points out the poetic of the trivial and unnoticed and reveals factual errors between what is there, what we see and what we say.

What you see within her photographs, videos, drawings and re-enactments of situations with ready made objects, is what is written in the title, though after a closer look or a change of perspective you might consider its a lie afterall.

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Rumiko Hagiwara (1979, JP) recently was an artist in residence at AIR Antwerpen (end 2013 - beginning 2014). Via her ongoing weblog-archive [rumikohagiwara.enter-office.net](http://rumikohagiwara.enter-office.net), Hagiwara collects and researches humorous phenomena within various cultures.

Image front: painting by Benny Van den Meulengracht-Vrancx

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