

# Persijn Broersen & Margit Lukács

*Establishing Eden*

***Establishing Eden (2016)***

fullHD, 10 minutes, music: Gwendolyn Thomas & Berend Dubbe

In *Establishing Eden*, Broersen & Lukács focus on the establishment shot: the moment a landscape is identified and becomes one of the main protagonists in a film. In blockbusters like *Avatar* (James Cameron, 2009) and the film series *Lord of the Rings* (Peter Jackson, 2001-2014), these shots have been used to capture and confiscate the nature of New Zealand, propagating itself as a new Eden, ever-green and unspoilt. Here, fiction takes over reality: mountains and forests exist under the name of their cinematic alter-ego's.

Broersen & Lukács traveled through the wilderness of New Zealand

to capture these landscapes, and with that, they appropriate the nature of New Zealand once again. Creating an architecture of fragments connected by the camera-movement of a perpetual establishment shot, they show this Eden as a series of many possible realities, an illusion that just as easily comes together as it falls apart.

*Establishing Eden* has been nominated for the Tiger Awards of the International Film Festival Rotterdam 2016.

View here: <https://vimeo.com/152872899>

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*Establishing Eden*, 2016  
fullHD, 10 minutes, music: Gwendolyn Thomas & Berend Dubbe  
overview at AKINCI, Amsterdam, 2016 (photo: G.J. van Rooij)



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## About

Margit Lukács (Amsterdam, 1973) & Persijn Broersen (Delft, 1974) are artists living and working in Amsterdam. They work in a wide variety of media—most notably video, animation and graphics—producing a myriad of works that reflect on the depiction of nature in our increasingly virtual society. With intricate layers of (filmed) footage, digital animation and images appropriated from the media, they demonstrate how reality, (mass-)media and fiction are strongly intertwined in contemporary culture.

*Broersen and Lukács studied at the Sandberg Institute and at the Rijksakademie in Amsterdam. Their films, installations and graphic work have been shown internationally, including Biennale of Sydney (AUS), Stedelijk Museum Amsterdam (NL), Muhka, Antwerp (BEL), Centre Pompidou, Paris (FR), Shanghai World Expo (CHN), Casa Encendida, Madrid (ESP). Several festivals have screened their films, including LAForum in Los Angeles (USA), Kassel Dokumentarfilm- und Videofest (GER), Paris Rencontres (FR, GER & ESP), New York Film Festival (USA), IDFA, Amsterdam (NL), and International Film Festival Rotterdam (NL).*

