Max Book

*a second second*

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MAX BOOK
A second second

By Max Liljefors

1. Max Book’s A second second presents the spectator with a majestic visual crescendo. The picture’s response to what it represents looks highly ambiguous. Does it show a bombastic sundown over a bay, which taints the world with dark-blue and black shadows and shades of glowing yellow and orange? The dark-blue diagonal line at its centre, which points to the sun at an odd angle, resembles the wing of an aeroplane. So, do we see a plane crash, exploding fuel and clouds of smoke?

2. The dark, horizontal stripes can easily be interpreted as a landscape. A dark foreground before a blank surface of water, a beach at another shore under a darkening sky. But is the yellow fireball really the setting sun, reflected in the water before disappearing behind the horizon? Or is it a plane crashing into a seething inferno before the same horizon, and thus closer to the spectator?

3. Answers to these questions determine the picture’s interpretation. Subdued colours, merging colour fields and thick layers of lacquer and paint make its empty surface look rough and furrowed. The soap solution applied to the drying lacquer with compressed air adds a vibrantly soft focus to the picture. Lines and contours merge in dark luminosity. Does this contrast of light and dark represent an approach to an intimate relationship with nature, like the one the Romantics were searching for, that subsumes the individual into a broader, and more deep-seated, form of consciousness? Or is the picture’s diffused quality – if it shows a plane crash – to be construed as the coarse resolution of a television picture, a snapshot taken from far away? In short: does Book’s picture spring from a dark, romantic expressionism or should it be placed in the context of our information society’s incessant stream of abrupt, fleeting images?

4. We would like to sidestep the question by replying with a double affirmative! Book’s painting depicts a plane exploding in the middle of a phenomenal sunset, captured by a video camera with dramatic front lighting and shown on television news. But this answer does not resolve the fundamental problem of the painting. It shows how a catastrophe is staged as a play, an accident, the visual arrangement of which produces a visual event. We don’t know which plane is crashing, or why. As a picture, the explosion seems as eternal and archetypal as the sunset with which it almost merges. But how should the spectator respond to such a picture?

5. The work’s title, A second second, does not allow for a simple answer to the question. There must be a first second – one would like to think –, which is the moment when the plane actually crashes and the photograph is taken. This event is spied in another, second moment, a second later. In principle, this ‘later’ can be stretched infinitely in time, hinting at a lag or gap between reality and its representation, between the moment of the event and the picture’s static persistence. The picture’s drama is played out with mesmeric elasticity in this temporal gap. It is a drama in which the spectator plays a greater role than the event depicted. As part of a series of works by Max Book, the picture has a second title, Deluminum. This is the name of a fictitious substance from Stephen King’s short story, Lucky Quarter, first published in 1995. However, in the reviews of Book’s work, it was interpreted as ‘de-lumination’, or as an allusion to the last glimmer of a glow, just before it dies. The picture has properties of both suddenness and pause: a bright flare of light in a descending twilight, a delayed lingering in a second flashing
by.

Max Book became famous in Sweden in the 1980s. As one of the country’s most successful artists, he was a great influence on other artists of his generation. He belonged to the circle around the Stockholm philosophical magazine, Kris (Crisis), which rejected the 1970s expectation that art should make a political statement. Kris defended the autonomy of art, independently from politics, and the artist’s absolute right to the individual pursuit of his or her own vision and form of expression. This often meant a convergence with romantic aesthetics and a belief in the solitary artistic genius.

The Zeitgeist of the 1980s encouraged this attitude. The optimism of the 1960s was long gone. Any belief in the ability of committed art to foment political change and a better society had given way to disillusionment and individualism. In place of the clearly political messages and social engagement of the 1970s, the generation of 1980s artists displayed an introverted sense of bewilderment, combined with an extroverted moodiness and subjectivity; irony and play took on important roles. Book drew inspiration for the imaginary, post-apocalyptic scenery of his works from post-modern science fiction, such as Ridley Scott’s film Blade Runner (1982), cyberpunk and movie thrillers. One critic described his art as follows: ‘Book meets Mad Max and Anselm Kiefer in the ashes of Las Vegas. The party is long over, but let the night-time celebrations begin!’

Book also shows an affiliation to media art, which was another important artistic tendency of those years and, in his case, often took the form of video, as a means of investigating images from the mass media (television, in particular) and integrating them into his work.

This is the moment for a few remarks on the dual significance of the icon of the aeroplane, for modernists fascinated with technology. At the 1937 World’s Fair in Paris, which was devoted to the craft of engineering, two legendary artistic presentations of flying were juxtaposed: the decoration of the great Palais de l’Air by Sonia and Robert Delaunay, praising the advancement of aviation technology, and Pablo Picasso’s Guernica, which was shown at the Spanish pavilion and was a protest against the bombing of civilian populations by the German Luftwaffe. The works by Delaunay and Picasso represented two diametrically opposed accounts of the reality of aviation. But both differ significantly from Book’s second second. Rather than an actual plane crash, Book presents the picture of a crash, the crash in its pictorial characteristics. This is what Book’s painting has in common with the famous piece of video art, Dial H-I-S-T-O-R-Y, by the Belgian artist, Johan Grimonprez, which was created in 1997 and was thus almost contemporaneous with Book’s work.

Grimonprez’s video comprises a series of television images, all showing plane crashes. For around one hour, one exploding aeroplane follows another. This video says more about the presentation of hijackings and terrorism in the media than about actual acts of terror. In this respect, the works of Book and Grimonprez are both expressions of a late-modern, media-saturated age, in which a large part of people’s knowledge and information about the world stems from camera images. However, whilst Grimonprez’s film is a swirling vertigo of catastrophes – a hypercharged concentrate of material, taken from the daily stream of images on television – Book captures a single image of catastrophe in a melancholy freeze-frame, which nevertheless represents a protracted surrender to the fascination of the selfsame image.

Book’s paintings do not have a clear message, yet his work examines a problem of great political and cultural actuality: the question of what an ethics of seeing could comprise in an age that only produces visually experienced reality, and thus increasingly confines our perceptions of the world to images from the mass media.

Susan Sontag points to the specifically modern experience of looking at the suffering of others from a distance, via newspaper photographs and the television screen. Today, this development has reached a point where real violence is staged to suit the image, or even produced for the image, so that the pictorial element is an
integral part of the brutality in an act of violence, and the 
limits between image and violence are blurred. More than 
anything else, we are reminded of the September 11 attacks 
on the World Trade Center, which occurred only two years 
after Book created his work. The enormous global resonance 
of the attacks stemmed, in part, from the fact that the 
attacks were more or less designed to be seen by the entire 
world. As horrific and extraordinary as it was, the scene was 
intended to produce terrifyingly fascinating images, which 
have since been reproduced over and over again on 
television screens across the world.

Book’s picture incites the spectator to reflect on the 
visual appeal of images of catastrophe and large-scale 
suffering. Media images, like those of September 11, the 
’shock-and-awe’ bombing of Baghdad in 2003, and large 
earthquakes and tsunamis, tend to evoke a shudder that is 
mixed with fascination and feeds on traditional pictorial 
styles.

Kristoffer Arvidsson sees Book’s ‘Deluminum Series’ as 
marked by an aesthetics of the sublime, which arises from 
the enjoyment, mixed with horror, that we experience when 
looking at something outrageous from a safe distance, 
looking down into the yawning abyss from solid ground, or 
witnessing awesome manifestations of divine or natural 
power. The Romantics strove for this excitement, in contrast 
to the harmony of Classical beauty. 6 Book’s picture plays 
on our fascination with the Apocalypse, and visions of the 
 coil of the gods (ragnarök), and of global destruction, 
which offer both an awe-inspiring spectacle and an element 
of aesthetic enjoyment and can always, in the end, be 
 traced back to fantasies of violence as a redemptive force.

In its melancholy combination of the sublime and 
 sentimentality, this picture ultimately verges on kitsch. Its 
title, indeed, A second second, recalls Milan Kundera’s 
description, in his novel The Unbearable Lightness of Being, 
of the nature of kitsch le, as passive gratification of its own 
act – in other words, a retrospective emotional egotism. 
Kundera writes: ‘Kitsch causes two tears to flow in quick 
 succession. The first tear says: “How nice to see children 
 running on the grass!” The second tear says: “How nice to 
 be moved, together with all mankind, by children running 
 on the grass!” It is the second tear that makes kitsch 
kitsch.’ 8

In a typical bit of postmodernist ambiguity, Book’s 
work alludes to the tropes of the sublime, 9 apocalypse 
and kitsch, all of which require the spectator’s emotions 
to fill the gap between the virtual and the real. The tropes 
have a dark past in the totalitarian regimes of the 20th 
 century, which knew how fully to exploit their appeal. Book’s 
work seems undecided about whether this attraction should 
be unconditionally affirmed or whether one should distance 
 oneself from it. But his hesitation also hints at a double 
 bind, characteristic of all apocalyptic scenarios. At the same 
time as drawing the spectator into the scene depicted, it 
also places him/her outside the frame, at a safe distance 
from the terrible forces, whose apparition is invoked.

Book creates this double bind through combining the 
effects of proximity and distance, with the support of 
familiar motifs from the stream of images in the mass 
media. In this way the work invites critical reflection on 
what it means to ‘stare fear in the face’, at a time when real 
catastrophe looks as if it has been painted onto the 
television screen, in a ceaseless repetition of images that 
merge almost seamlessly with the images from our 
collective consciousness. This poses the question of what an 
ethics of seeing could comprise, in an age of the mass 
media, and how an identical movement between reality and 
the spectator could possibly mediate between the proximity 
and distance evoked in the picture. Although Book’s work 
raises all these questions, it is up to the spectator to answer 
them.

Notes
1 Stephen King, ‘Luckey Quarter’, USA Weekend, 30 
June/2 July 1995. back
2 Staffan Schmidt, ‘Bildtext’, Sydsvenska Dagbladet, 24 
February 1992. back
3 Ill., en.wikipedia.org/wiki/File:PicassoGuernica.jpg 
(accessed 17 April 2012). back
4 www.medienkunstnetz.de/werke/dial-history/ (accessed 17 April 2012). back


7 Anson Rabinbach, In the Shadow of Catastrophe. German Intellectuals between the Apocalypse and Enlightenment, Los Angeles, 1997, p. 1. back


9 See Raoul Schrott, Tropen. Über das Erhabene, Munich, 1998. back