

Description of Cringe Island



In the first class meeting, when the curatorial team presented their concept for „Angewandte Festival“, different islands, separated yet in correspondence with each other, the discussion about how to name these archipelagos quickly unfolded. Fittingly out of joke our island, cringe island, was born.



Cambridge Dictionary says:

cringe

verb.

UK /krɪndʒ/ US /krɪndʒ/

to suddenly move away from someone or something because you are frightened:

She didn't think she was afraid of being vaccinated, but cringed when she saw the needle.

This scene will have audiences cringing in fear.

informal

to feel very embarrassed, and often show this by a physical movement or expression:

I cringed at the sight of my professor dancing.

Their praise was so gushing it made me cringe.

When I hear my own voice played back I just sit there cringing.

Fewer examples

He cringed and whimpered like a terrified animal.

He looked so angry that it made her want to cringe in the corner.

When I think of the clothes I used to wear at the time, I cringe!

Although he's been acting for years, he still cringes when he sees himself on screen.

She cringes with guilt when she describes the way she behaved at the afterparty.



In then thinking about what would constitute „cringeness“ or „cringe“ objects, artworks, colors, etc. we realized that not only is it a highly subjective matter but more general that this word we named our island after does not exist in the form we thought it would. In a time which could be considered post-ironic, a state in which earnest and ironic intents become muddled, how would one go about making an exhibition that's supposed to be about or show cringe which then doesn't just look like a regular exhibition? Maybe it would be possible to evoke some kind of cringe within the viewers though.



List of things that could be considered cringe:

- openings
- paintings
- comics of A v W
- the cool table, where the cool people sit
- everywhere
- certain behaviors
- memes
- exhibitions
- painting
- Angewandte Festival
- rich people
- project culture
- the scene
- parnass magazine
- portraits of artists with their work
- buzzwords
- a description of cringe island
- smells
- non-objective texts
- schnozzle cloth
- riding the elevator
- juxtaposition
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