

JENS SETTERGREN

MILK PLUS

Exhibition period: 7 March – 12 April
Vernissage 7 March at 5.00- 8.00 pm

Vesterbrogade 6
1620 København

Wilson Saplana is pleased to present Jens Settergren's video installation *Milk Plus*. A sensuous and hypnotizing universe of sound and visuals, that invites us on a journey through the symbolic and cultural meaning of milk.

From the role of milk in our reproduction and as an image of health and optimization of the human being. The video work, which consists of a floor-to-ceiling LED screen with four corresponding cruciform screens, opens with a classic and recognizable scene: White, smooth milk is poured into a glass against a sky-blue background. Immediately, this hyper-stylistic image evokes associations with cleanliness, strength, and natural food from cows on pasture, with breast milk, and with our general belief in milk as a health agent. Along the way, the mood of the video changes, and as in a surreal milk commercial, we are taken on a journey through green apothecary crosses into the body's interior, and on to a dialogue between a 3D-animated fetus and a digitally processed voice-over that proclaims "Making Milk is Making Magic".

As viewers, we are taken into a universe where milk possesses a fascinating and transformative power. In a poetic way, Settergren uncovers how milk – often associated with infants, innocence and purity – in the hands of industry and consumer aesthetics is both eroticized and commercialized. It is recognizable and

synthetic at the same time, when the velvety, chalky white milk flows in slow motion and almost seems to acquire mythological creative power. The rhythmically changing images on the five screens point to how language and visual associations linked to milk have changed in line with technological development - and to man's constant striving for optimization of himself.

Traditionally, milk is associated with vital nourishment as well as the physical and mental attachment between mother and child, and the work points out that the picture today is far more complex. Milk has long been part of global marketing strategies, which the work points to in terms of genre in a cryptic reflection on nutrition, body and optimization. Here, milk is both alluring and disturbing in advertising's eternal effort to naturalize consumption and manipulate desire.

"In our current digital paradigm, the implications of health and consciousness are inextricably linked. Developments in the field of medicine unfold alongside advancements in artificial intelligence, each toward trans or posthuman ambitions of untethering the body-brain from the constraints of mortality. Milk Plus explores the brain as a cultural object—one that is informed by a 'cognitive capitalism' that considers the affective capacity of consciousness akin to assets, goods, and services whose use is rendered by the market"

— got milk? Jens Settergren: Milk Plus

Text by Stephanie Cristello

About the artist

Jens Settergren (b. 1989) (DK) graduated from the Jutland Academy of Fine Arts in 2016. He has exhibited at the National Gallery of Denmark, KØS Museum of Art in Public Space, Copenhagen Contemporary, Kunsthall Aarhus, Kunstmuseum Brandts, Wilson Saplana Gallery and Art Hub Copenhagen. Internationally at Die Raum, Berlin, Haus der Kulturen der Welt, Berlin, Le Bicolore, Paris, Institute for New Connotative Action, Portland and Art Sonje Center, Seoul.

In 2020, Settergren received the Carl Nielsen and Anne Marie Carl Nielsen Talent Award. In 2021-2022, Settergren was part of the Bikuben Foundation's Studio Program (DK). In 2023, he received the Danish Arts Foundation's career program 'The Young Artistic Elite'.



Milk Plus Trailer

Crediting Milk Plus

Concept, text and script: Jens Settergren
Technical director: Lars Hemmingsen Nørgaard
Editors: Jens Settergren & Lars Hemmingsen Nørgaard
Animation: Henrik Bagge Rasmussen
Simulation: Peter Holton & Sebastian Hjuler
Composer and vocals: Sebastian Edin
Photo: David Stjernholm

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