

Jean-François Peschot (1992, Chartres, FRANCE) explores the mechanisms at work in the production of signs under semio-capitalism. In his analysis, image-making devices do not serve their users but, rather, the other way around. Users are there to fulfill the design of technologies programmed by the corporations that produce them. The effect of this reversal of things is the homogenization of people's imaginary. In his work then, Peschot repurposes image-making technologies in order to counter this standardizing effect, and emphasizes the need to reclaim our means of image-production.