

Let's Get to Know Each Other: Studio Visit With Einat Amir

By Samuel Jablon

January 15, 2014

Jerusalem-born artist Einat Amir creates environments for strangers to inter



Einat Amir (born in Jerusalem, 1979) is a video and performance artist who currently lives and works in Tel Aviv. Her art powerfully challenges her audience to test their boundaries by asking them to effectively communicate with strangers.

Our Best Intentions (2013), a project commissioned by [Artis \(http://www.artiscontemporary.org\)](http://www.artiscontemporary.org) for 13.performa-arts.org in New York this past November, included an installation with participatory video components that interweaved psychotherapy and theater in the experience. Participants were given words on them—“Mother,” “Desire,” “Future,” “Lover,” and “Humiliation,” among others. They performed different exercises and performances by professional instructors, and asked to represent themselves through their movements. The work investigates how we as individuals express ourselves and interact with others.

In a similar style, Amir created a lab to monitor encounters in an earlier work, *Enough About You*, which invited individuals to participate in a structured experimental conversation that was observed by an audience. This work is particularly relevant in a world dominated by social media, and given the ease with which we connect with strangers. It questions how we encounter each other in the digital age, and asks how we might connect with someone today.

—*Samuel Jablon for Guernica*

Our Best Intentions:



Our Best Intentions Trailer

from [einat amir](#)