



## Making the familiar strange.

What happens in our mind when we are confronted with an unusual situation or when we are faced with an object never seen before. We will immediately find indications and similarities with what we have either seen or experiences before. For example: We try to master what is new by incorporating it in what already exists. In doing so, we make the unfamiliar become familiar. The other way round is more difficult. To transform what is already known in something that will be considered as new and therefore strange to us.

This could be obtained by turning the object around and changing its environment, or its context. When making the familiar strange we liberate the object from its primary preconception.

Such a process opens many creative possibilities. The form will appear to us in a new light and suddenly have our full attention. It will ensure a greater clarity and deeper concentration in our perception. Consequently we no longer observe through the lens of knowledge and memory but we shall only be focused on what we see.

**Geert Van der Borght**