

Mare Tralla. Post-sotsialistliku töö kangelane.

2004. Video, 3 min, 40 sek

Mare Tralla:

See teos on üks kahest mu rahvusvaheliselt kõige enam eksponeeritud teostest. Seda on näidatud näitustel, video- ja filmi- ning isegi dokumentaalfilmi festivalidel, sellest on kirjutatud mitmetes tekstides. Kui video valmis, ei olnud ma tulemusega algselt üldse rahul. Olin kavatsenud hoopis midagi muud, mille teostamiseks polnud kahjuks rahalisi võimalusi. Video edu oli mulle suureks üllatuseks. Seda nüüd tagantjärgi vaadates on mul ta üle hea meel.

Midagi autoportreelist selles videos ei ole. Mind huvitasid toona stereotüüpsed kujundid ja arusaamad. Ennekõike on tegemist kriitikaga post-sotsialistliku ühiskonna poolt naistele esitatud „uute“ nõudmisteadressil. Post-sotsialistliku töö kangelannadeks olid näiteks missid. Naistelt oodati, isegi nõuti heteronormatiivse stereotüüpse iluideaali järgimist (ja need nõudmised ei ole tänaseks eriti muutunud). Keha kultusest, nn ilust ja pidevast survest oma keha eest hoolitseda on saanud töö (ehkki seda ei peeta tööks). Avalikus ruumis hinnatakse ning analüüsitakse naisi endiselt pigem nende välimuse, riietuse ja 'naiselikuks' peetud omaduste alusel. Nende tegelik töö ja tegemised, see mida

nad öelda tahavad on kahjuks sageli teisejärguline. Naine on ennekõike tema välimus ja isikuomadused.

See oli toona sama aktuaalne teema kui nüüd. Lihtsalt täna on sellest kõigest nii alternatiivsetes kui ka peavoolu diskursustes natuke enam juttu. Minu enda elus on olukord mõnevõrra muutunud. Olen saanud vanemaks ning mu keha ei vaadata enam läbi seksuaalselt objektistava prisma nagu kaksikümmend aastat tagasi.

Mare Tralla. The Heroine of Post-Socialist Labour.

2004. Video, 3 min, 40 sec

Mare Tralla:

My opinions of the issues I talked about in this work have not changed. This video is one of my most exhibited works internationally: it has been shown at exhibitions, in video and film festivals, including some documentary film festivals, and it has been written about in several texts. When I completed this video, I was not very satisfied with the result, as I had had very different plans for the work initially. However, due to a lack of funds, it was not possible to produce what I had envisioned. Therefore, I was at first extremely surprised at the positive reactions and that the work became such a hit. When I watch this video now, I am so happy that it ended up the way it did.

Most certainly I did not create this piece as a self-portrait. In *The Heroine of Post-Socialist Labour*, I deal with the stereotypical imagery and attitudes of that time rather than taking inspiration from strictly personal autobiographical imagery. In fact, it was an ironic criticism of the 'new' demands placed on women by post-socialist society. For example, beauty queens were the heroines of post-socialist labour. It was expected and demanded that women follow and exemplify the stereotypical hetero-

normative beauty canons (these demands and expectations have not changed). The cult of the body and constant pressure to take care of the body and 'beauty' have become real work (however they are not seen as proper labour). Women in the public sphere are still primarily seen and analysed by their appearance, by their 'feminine' characteristics; their actual achievements, their work and what they say are often hidden, ignored and minimised by the over-emphasis of unessential aspects of their appearance and character.

In my opinion, these sensitive topics are as alive now as they were then. Only now they get a little more attention in both the alternative and mainstream discourse. What has changed personally for me in my life is that in becoming older my body has aged and this female body is not objectified through the same sexualised lens as it was twenty years ago.