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MOQUETES ILLUMINATED

It was time to set aside the common prejudice against wall-to-wall carpeting

In the early twenty-first century, a hospitality industry insert in a leading Italian newspaper announced it was time to lay aside the common prejudice against wall-to-wall carpeting. It was the responsibility of hotels everywhere to debunk the popular belief that the more durable and hygienic pavement option was the wood block, arranged in a herringbone or grid pattern. The insert in the newspaper quoted an architect of reference: once upon a time, moquette was the victim of late twentieth century commercial practices that had been corrupted by the petrol crisis and free-trade regimes. Amidst the enthusiasm for deregulation and privatization policies, much poor quality carpeting was sold for construction projects. A willed decadence worked to establish moquette as the future emblem of kitsch, filth, destructibility and suspicious obscurantism in interior decor.



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MOQUETES CLOSE UP

The "Bella Favola della Moquette" or the Moquette Fairytale

In the last decade of the twentieth century, trends in commerce shifted. For North American residential construction, the spray-on ceiling treatment known as the popcorn or cottage cheese ceiling fell out of favor due to concerns about toxic asbestos. The scientific literature funded by new industry suppliers urged removal of spray-on ceilings and woven pile flooring: both had previously been vaunted for noise reduction qualities and the ability to hide imperfections. Now, they had to go. In the surveillance age, transparency was an absolute value, and even the solution to the common cold was: have you scraped clean your ceiling textures and stripped your carpets? There were new markets to boost. This was what the insert published by the Italian hospitality industry called the "bella favola della moquette," or the moquette fairytale: there had never been any evidence to support the idea that moquette was more susceptible to microbial contamination than other floorings. In fact, industry studies in the early twenty-first century began to claim that more elevated levels of bacteria were being detected on hard floorings like parquet, than on their soft counterparts.

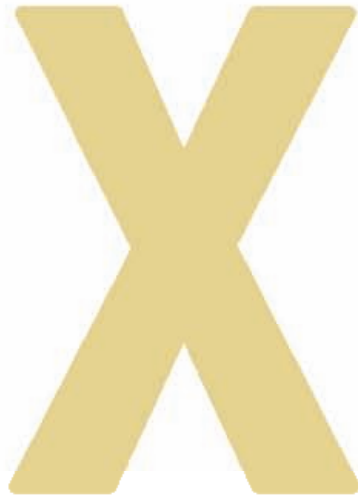






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MOQUETES LEAVES READERS EMPTY-HANDED

It Understood Itself to be an Authorized Transgression That Filled a Void

In 1984, a Swiss publication promoted itself as "the most comprehensive and innovative series on contemporary art worldwide." It took the name Parkett. Idiomatic expressions in Swiss-German that contained the term "parkett," meaning parquet, were used to denote: the ability to move in any political/society/circles; the will to make one self at ease in any political/society/circles; the orchestration of a brilliant performance. Twenty-eight years after the founding of the Swiss publication, an online platform took the name moquetes.net: it understood itself to be an authorized transgression, one that explicitly reinforced the contemporary art worldwide that it ironically debunked. This performance, which aspired to be brilliant, was meant to fill a void and bring to life historical tensions otherwise unnoticed. It was, indeed, dirty work, but someone had to do it. Unlike Parkett, moquetes.net did not collaborate with compelling international artists. It did not publish books, monographic portraits or essays by renowned authors. It did not sponsor the creation of signed and numbered editions. And for moquetes.net, any association with the year 1984 was strictly literary: the editor of moquetes.net was fond of dystopian novels and the cadaverous, sad-looking authors that book reviewers credited with writing them.

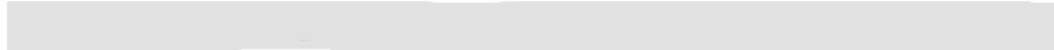
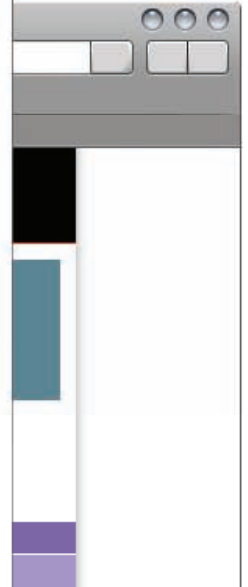




MOQUETES IS RUN-OF-THE-MILL

This Introduction Coins the Neologism Moquetry After the French verb, Moquer

The return to the woven pile pavement proposed by the hospitality newspaper insert in the year 2013 is likely just another instance of familiar entrepreneurial schemes: change partners to stir up the mix. Therefore, rather than follow the trend to lay aside the common preference for parquetry, this introduction to moquetes.net concludes by coining the neologism, moquetry. After all, the French term moquette does recall the verb moquer, to mock. For the sake of espionage at the landfills of new liberalism, the editor has rolled herself up in microbe-infested moquette stripped from interiors at the staples and slid into stacked pyramids of other woven pile cylinders: monuments to outworn alternatives. The editor takes on this position (rolled up in moquette like crisp-fried Mexican flautas) at a moment when the clinical look of hardwood floors and concrete pavements has become the marker of an unhealthy obsession with surface and transparency.





MOQUETES ISA TUNNEL SYSTEM FOR MOLES

It is dedicated to the order of soricomorpha and named for a punch in the nose

The burrow called moquetes.net is an underground publication for the order of soricomorpha: moles that inhabit a vast tunnel system. moquetes.net is named for the intentional misspelling of the French moquettes by a Mexico City-based vinyl sign printer: in fact, in certain regions of Mexico, the term moquetes is a colloquialism for a blow to the face or a punch in the nose. moquetes.net is not just a frank celebration of shaggy rugs in bathrooms, or the lost plush of living rooms forcibly returned to the hardwood grid. The woven pile of moquette has become so easy to hate that even synthetic panels mimicking parquet are preferred under the measures of austerity and sequestration. It has simply come down to the brush of hot friction on the feet versus the cool sterility of a lackluster blankness: all this simply because the latter appears to gleam. moquetes.net is a maneuver that challenges the common sense of Swiss-German parkett: whether connoting art called compelling and contemporary the hegemony of wood block pavement, or the prized ability to move in any political/society/circles. The 1980s overrated the smooth operator; the 1990s made to much of collaboration; the early 2000s committed to readily to full disclosure. Keeping a secret is a skill. moquetes.net is the effort of a single individual to remain invisible despite the commitment to being a code switcher, a cultural analyst, an artist. moquetes.net has been introduced with a microcosmology of floors and ceilings to move into a spelunking expedition through the earth's core, blasted through burrowing to the farthest galaxies of the universe: just a temporary gathering of particles, suspended in a rush of dust clouds.

