Primer is an installation that examines how political significance accompanies even the most basic and ordinary words in our everyday vocabulary. Thirty simple words (from 'baby' to 'wolf') are investigated by thirty militant artists, kids, non-artists and political organizations here and abroad.

The exhibition is dedicated to Raymond Williams, a British cultural critic and historian whose innovative work in the field of art, politics and language (culminating in his book Keywords of 1976) serves as inspiration and example to the theme and method of our project.