

# Turmoil image

## About the cumulative memory of video-image

Imagen turbulenta / Sobre la memoria acumulativa de la imagen vídeo

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### Resumen

Imagen turbulenta es una compilación inmersiva de fragmentos de recuerdos después del acto de deslizarse en una red social basada en el vídeo vertical. La interacción con el teléfono como dispositivo de consumo de imágenes deja al usuario con sentimientos encontrados por la superposición de tiempo y espacio: todo está pasando en todas partes al mismo tiempo y su ritmo nos afecta. Hay una sensación agri dulce en aquello que nos mantiene atascados en el scroll. Las imágenes que tocamos se emparentan con nosotros, pero siempre como un recuerdo que ya se está desvaneciendo. Embelesados por este recuerdo basado en imágenes, la imagen turbulenta es algo que nos confunde, pero que al mismo tiempo no podemos dejar de mirar. Nos hemos acostumbrado a que todo esté en perpetuo movimiento, siempre en bucle — hay múltiples vídeos siendo reproducidos ahora mismo cerca de nosotros. Este ensayo visual pretende generar nuevas preguntas sobre cómo la era del vídeo vertical está afectando a nuestra concepción de recuerdo: ¿qué ocurre entre la imagen-vídeo y la consciencia?

PALABRAS CLAVE: Redes sociales, consumo de imágenes, vídeo, memoria, arte.

Visual Essay  
Ensayo visual

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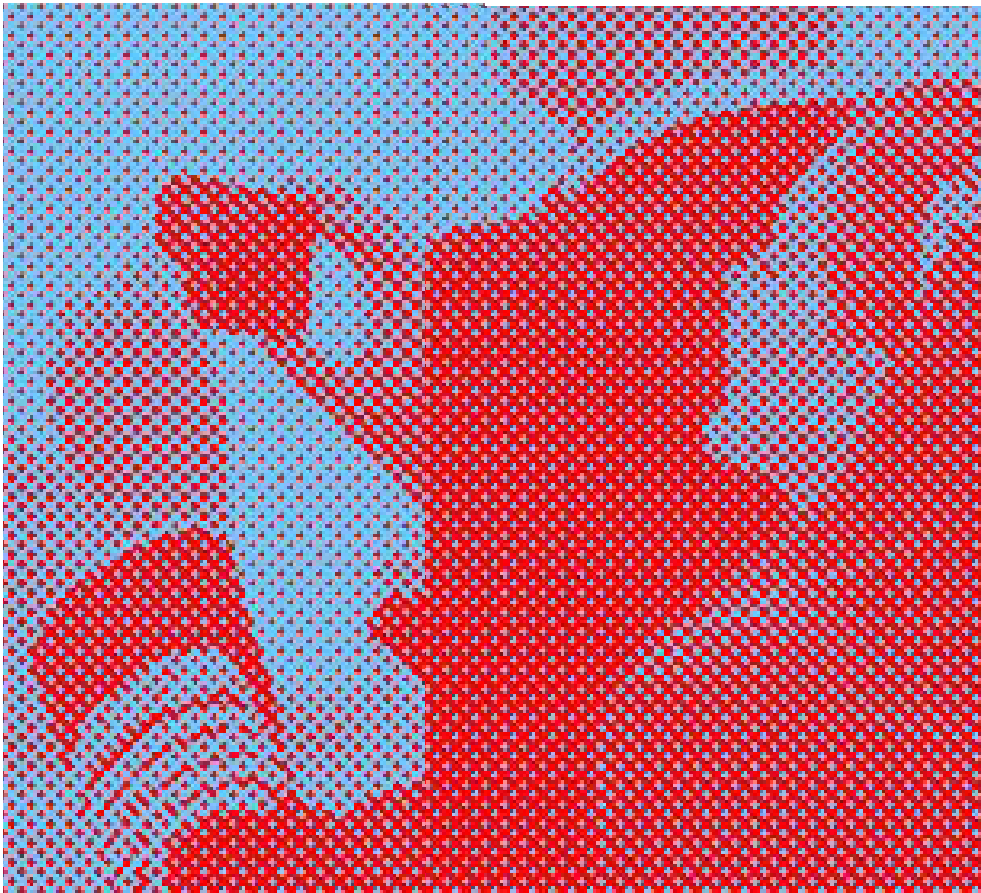
<https://doi.org/10.24310/Umatica.2025.v8i8.21283>

Umática. 2025; 8. <https://doi.org/10.24310/Umatica.2024.v8i8.21283>

## Abstract

Turmoil image is an immersive compilation of fragments of memories after the act of scrolling down a vertical video-based social media. The interaction with the phone as a device of image consumption leaves the user with mixed feelings because of the superposition of time and space: everything is happening everywhere all at once and it's a rhythm that affects us. There's a bittersweetness to it, something that keeps us stuck in the scroll. The images we touch become attached to us, but always as an already fading memory. Enchanted by this image-based memory, the turmoil image is something that makes us confused, but at the same time, we can't stop watching. We have become used to everything being in perpetual movement, always on loop — there are multiple videos being played right now somewhere near us. This visual essay pretends to generate questions on how the vertical video era is affecting our sense of memory: what happens between the video-image and the conscience?

KEY WORDS: social media, image consumption, video, memory, art.



## [Introduction]

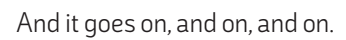
Come closer.

A picture is being taken and, on a second thought, the picture becomes a video. The person being photographed waits patiently, as the one taking the video snickers at the stillness of the person expecting a photo to be taken. The trick gets revealed and there's a roll of eyes, a slight punch on the arm and it ends with the laughter of the person holding the phone. The video restarts, again and again. Scrolling through the comments, someone says: "I hate it when someone does that to me". Or someone else says, "Gotta try that with my bf!"

The video described is a video I've never watched — I just imagined it. But I have no doubt that it exists somewhere in the depths of the Internet. And right now it's being placed over and over again as someone scrolls through it, in a movement that never ceases.

Somehow, the memory of the video I never watched and the ones I witnessed are being played as a mashed feeling of continuity. It's a performative way of feeling the video image.

Umática. 2025; 8. <https://doi.org/10.24310/Umatica.2024.v8i8.21283>





which is only  
\$20!

Artist "his feeling de simon"  
What Is "His Feeling?"

Which

[Loading...]

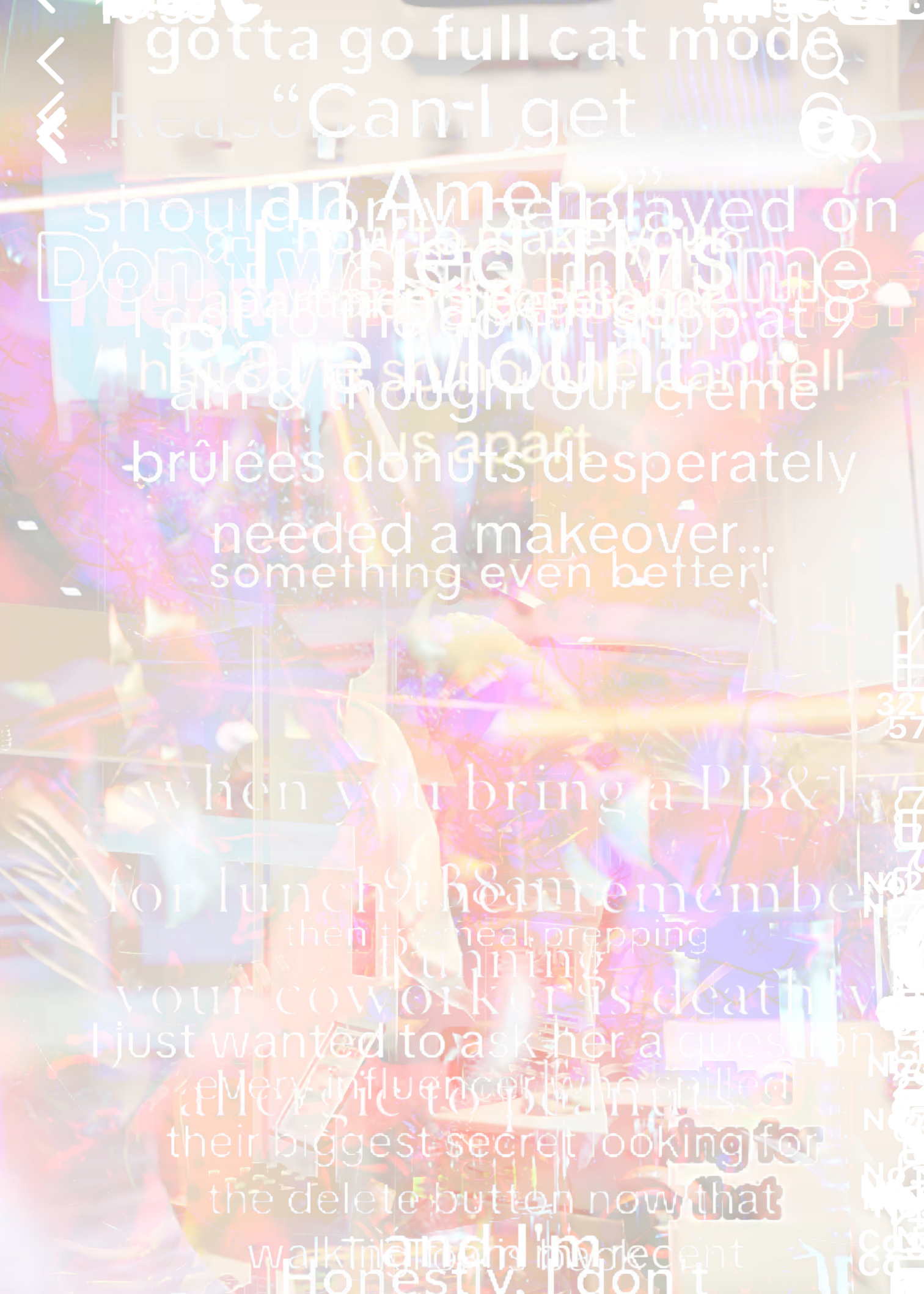
At night, I dream I see a lot of people in my apartment. They are all talking at the same time over each other. My dreams have changed their usual pace over the years —everything is frantic now. Everything keeps happening at the same time and there's movement everywhere.

I have been stuck in the scroll for so long that I have found something between the movement, the memory and the still image. There's an intermedia essence happening in the relationship between the three.

It never stops and there's always something residual the video leaves behind. A single frame that gets stuck in my memory.

Therefore, I dream.

When (Foula Farez) finishes  
easing his Odysseey musical



gotta go full cat mode

Reason "Can I get

shouldn't be played on

Don't waste my time

Rare Mount

brûlées donuts desperately

needed a makeover...  
something even better!

when you bring a PB&J

for lunch? I remember

then try meal prepping

your coworker is deathly

I just wanted to ask her a question

every influencer who spilled

their biggest secret looking for

the delete button now that

and I'm  
Honestly, I don't

Memories of the turmoil image shine in emerald light that then turn into shades of purples and blue. I watch what is left behind, like the water flowing through a drainpipe leaving limescale over time. I become one with the images and merge myself with the turmoil.

I become the movement and watch how the picture burns underneath the surface of the video, 30 frames at a time. Everything looks so fluid and so does the movement that switches one video to the next one. A fluid movement of a single finger that keeps the new coming — a new layer of memory.

This show is **for you**, baby.



# NU STUDY CENTER

Is this what you were expecting when you first made your deep dive into the video?

What are you keeping with you?

Is this what you will remember when the dawn of the day comes?



The place where  
nothing bad happens

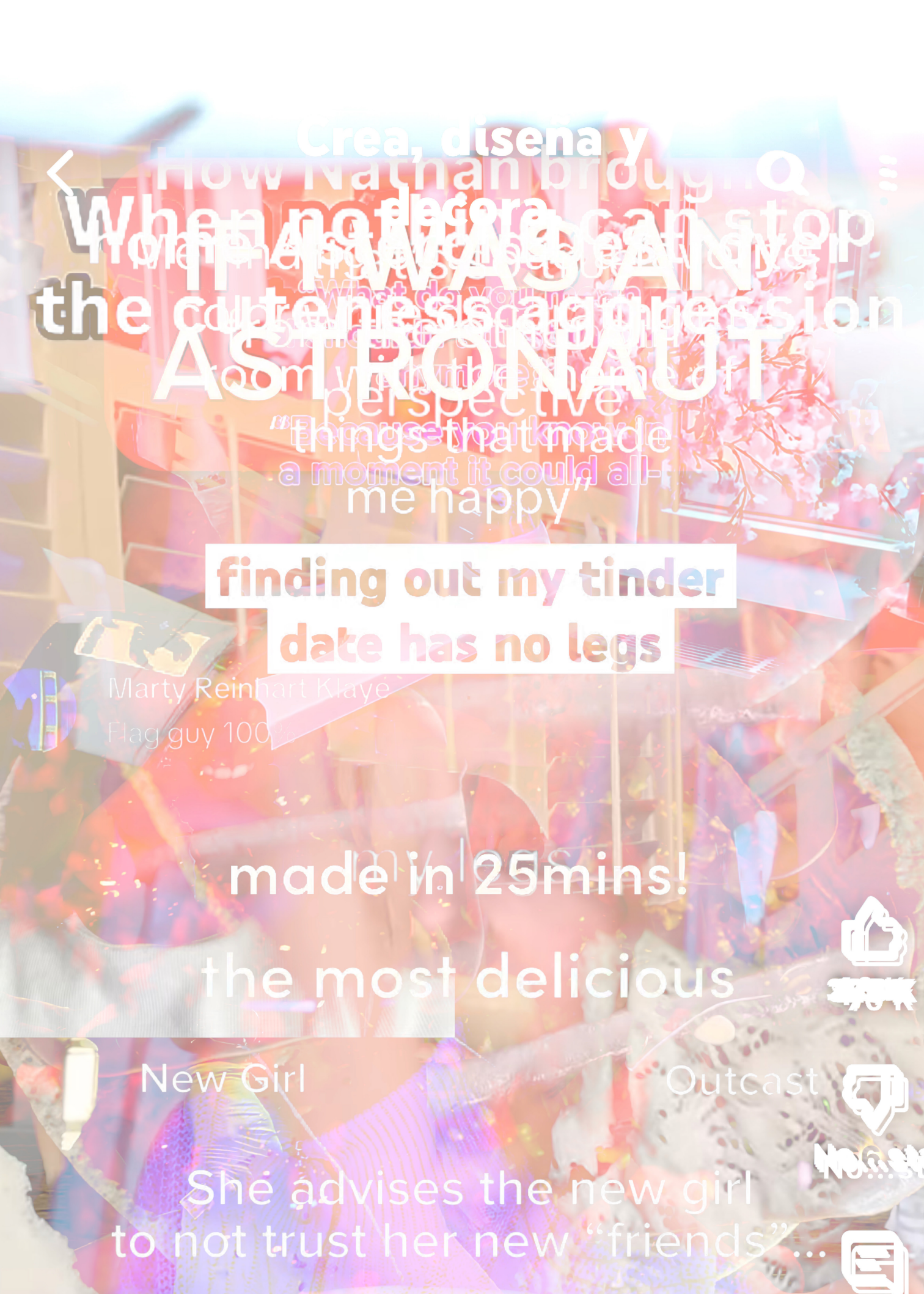
What I eat in a  
calorie deficit

# YOUR PARENTS GETTING

# A JOB VS NOW

## Es que mi profesor de

penelope he was with circé.  
Prepares for the moderno.



Crea, diseña y

How Nathan brought

< When no one can stop  
the cuteness and the session  
ASTRONAUT

"Because you know it  
a moment it could all-  
me happy"

finding out my tinder  
date has no legs

Marty Reinhart Klaye

Flag guy 100%

made in 25mins!

the most delicious

New Girl

Outcast

She advises the new girl  
to not trust her new "friends"...



13:40



Just s  
told t  
compl



46K  
224K

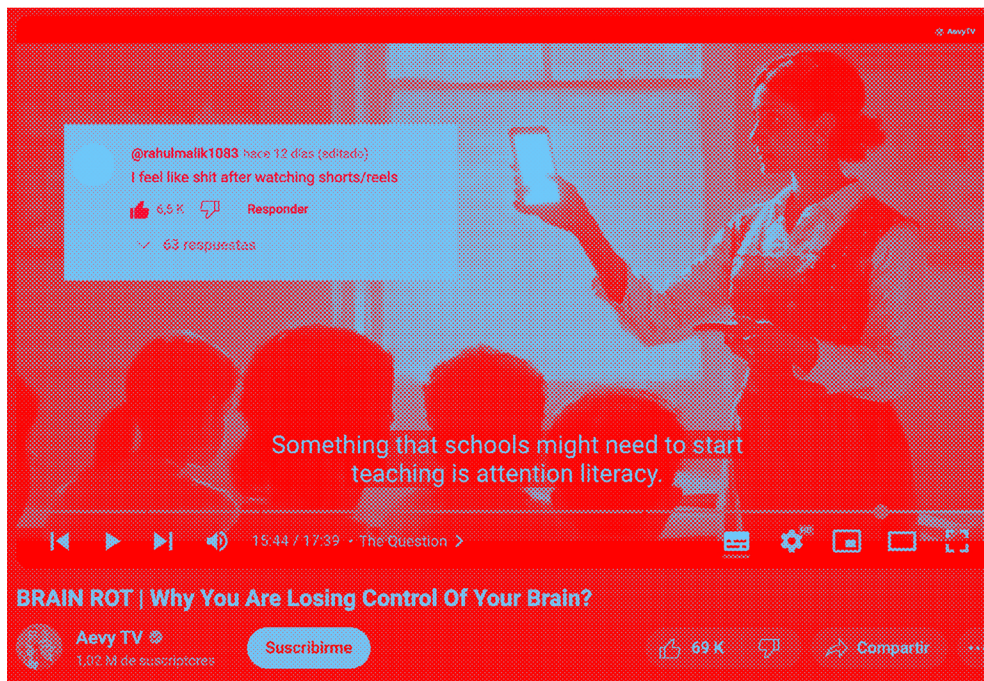


No sta  
No 7.5K

whatever the heck you want

**THE HOUSE**

Yes.



[Quest complete]

The turmoil image now lives within you.

You will keep expecting the movement and the excitement of the new. You have been introduced to the game and as long as it keeps being played, the turmoil will never stop.

The phone fits snugly in your hand and you can hold it close to your chest before you drift off to sleep. Lights down as you scroll through your phone, video after video: the texts, their faces, their voices, the scenery —everything gets stuck inside you as an already fading memory. Things you won't be able to keep for long.

You won't remember what you watched a day from now.

Maybe you won't even remember this text or the images we created together.

But the turmoil will never leave you behind.

## Referencias / References

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## Imágenes / Images

- [1] Picture "King Felipe VI takes out his mobile phone to immortalize the moment his daughter takes off on the El Cano", taken by Agencia EFE, published by Blanca Munteanu on Divinity: [https://www.divinity.es/casa-real/20250111/rey-felipe-pillado-grabando-leonor-movil-padre-mas-simpatico-momento-magaz1n3\\_18\\_014463414.html](https://www.divinity.es/casa-real/20250111/rey-felipe-pillado-grabando-leonor-movil-padre-mas-simpatico-momento-magaz1n3_18_014463414.html) Edited by author.
- [2, 3, 4, 5, 6, 7] Collages made by the author with multiple screenshots taken from YouTube Shorts, TikTok and Instagram Reels.
- [8] Collage made by the author. Video thumbnail and commentary taken from the video BRAIN ROT | Why You Are Losing Control Of Your Brain? by Aevy TV. <https://www.youtube.com/watch?v=H86iOomtsDI>