

# The Void

The media creates a simulation of reality which presents the masses with models of being.

This hyper-reality comes to influence fashion, art, music and literature; it affects body as well as mind by planting promotional seeds that grow to become accepted values for the individual and for society.

The phenomena manages to conceal what an individual might be really looking for by inhibiting their ability to assess effective personal needs and desires.

I am intrigued by this phenomena and in order to remind myself that I am inescapably affected by it I produced the work that is questioning its effects. I chose Vacuum Forming as a technique to create of a solid from one side and a empty from the other side plastic shell.

I dictate viewer's point of view using a camera which is live feeded to the front screen show perfect shape of these 'crusts'.

The viewer becomes aware of the 'the void' in every object only if they walk around the space.

A warehouse, a BMW car key, the latest macbook, a prada purse symbolise 'status'; they have often been used as props to show a social position to others.

Hangover pills, DJ turntable, records, Louis Vuitton travel bag, are used as metaphor of fulfillment of private life, of an idyllic time of leisure and fun with our entourage.

Art, philosophy and poetry books,



MATERIAL: STYLENE, PAPER, VYNIL, PAINT

as well as paintings, re-present artistic or intellectual requirement to be respected within society.

The Dumbbells left on sight in an apartment are a message to the visitors of either an intention to be fit or most likely as a symbol of an ongoing physical activity, to maintain a desired aspect.

Finally the size of the diamond in an engagement ring, is used as a measure of how much love we are receiving.

Prices illustrate the hypothetical cost to attain the aspirational lifestyle induced by the media.

All listed objects and furnishings are part of the installation and are obtained with vacuum formed plastic, adhesive vinyls, digital print-outs, specialist paint work, scenic art techniques, and sugar.

Everything is hollow and it weighs a fraction of the original.

ITEM:	REAL OBJECT RETAIL PRICE*
2 x Knoll, Mies van der Rohe, Barcelona Chair	£7,200
2 x Knoll, Mies van der Rohe, Foot Stool	£3,600
Bmw X5	£50,820
Apple iphone	£440
Apple Macbook	£899
Pantone Mug	£8
Ladurée Macaroons	£12
Luis Vuitton Bag	£725
Prada Purse	£150
Engagement Ring	£3,000
Technics Amplifier	£180
Technics Turntable	£600
2 x Dumbbells	£50
Chanel Makeup	£23
Football	£40
Damian Hirst Dots Painting	£6,000
Alka Seltzer	£3
Rennies	£2
Loft Warehouse in E8 London	£600,000
Joy Division, Closer	£25
Aphex Twin, Selected Ambient Works 85-92	£50
New Order, Blue Monday	£75
Velvet Underground and Nico, Andy Warhol	£25,000
Sex Pistols, Never Mind The Bollocks	£150
Pink Floyd, Dark Side Of The Moon	£425
Stash of Frame Magazine	£14 x 3=42
1 Issue of Monocle Magazine	£5
Stash of Wallpaper Magazine	£4.20 x 8=33.60

# The Void: *Lifestyle Pricelist*

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ITEM:	REAL OBJECT RETAIL PRICE*
Tracy Emin, Works 63-06	£31.50
Damian Hirst, I Want To Spend the rest of...	£661.47
David Lynch, The Air is on fire	£26.49
Vivienne Westwood, V&A Retrospective	£21
Martin Parr, Common Sense	£21.25
Droog, Less+More	£115
Alain De Botton, The Architecture of happiness	£8.90
E H Gombrich, The Story Of Art	£19
Paul Arden, It's Not How good you are, it's how...	£5
Relman Morin, Churchill Himself	£14
Milton Friedman, Capitalism & Freedom	£10
Karl Marx, Das Kapital	£20
Noam Chomsky, Media Control	£5.49
Sun Tsu, The Art Of War	£14
Shakespeare, Hamlet	£6
William Burroughs, Naked Lunch	£8
Ernest Hemingway, The Old Man and the Sea	£0.17
Franz Kafka, The Metamorphosis	£0.01
Charles Baudelaire, Oeuvres Completes	£5
Oscar Wilde, The Picture Of Dorian Gray	£3.49
Jack Kerouac, On The Road	£5.79
J G Ballard, Complete Short Stories	£10.39
<b>Total Lifestyle Price</b>	<b>£ 700,469.05</b>

\*NOTE: RETAIL PRICES ARE BASED ON ESTIMATES  
AND SOME ARE APPROXIMATED