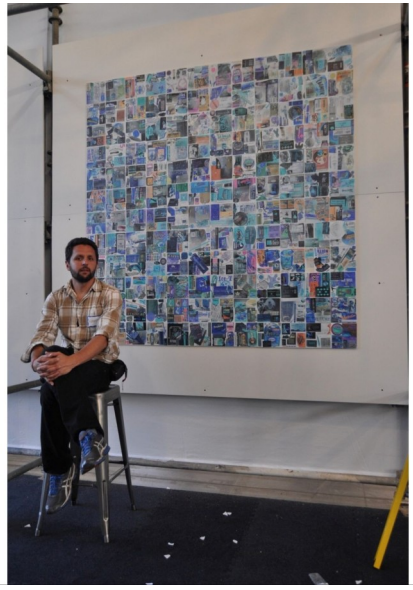


Fig.131 Picture showing me standing in front of a year worth of the trash picking I made while living in the United States. To me it was interesting to bring a mirror back to the American consumerist. While the exhibition lasted a few days I got approached by a woman who wanted to decorate her Malibu villa with my work.

TRASH 11

If my ability to create collages is artistic, the reason why I do them is anthropological. With this work I want to provide a picture of the social environment I have lived in. As an outsider without any occupations I have been scavenging through the peripheries of many cities. Despite such an effort I understand that this work is most unlikely to be exhibited. It is unclear who owns the rights on the many fliers and products I have scanned. My argument however is that in the end it is the consumer who is the real victim of advertisement. In the past pop-artists like Mimmo Rotella made use of ready available graphics for their artworks. In a nearby future however we might be not even allowed to dream about a Coca Cola bottle without having to ask for copyright permissions. Yet we live in a fabricated world and necessarily our imagination is saturated by these kinds of fabrications. We are constantly shot at. This work however ends an era, that of tangible advertisement that in the course of the project has been replaced with digital advertisement. The physical trash I have picked may be in fact the last to be printed. Soon on a sidewalk it is going to be easier to find broken pieces of a screen from a tablet or a smartphone or whatever device, than to find an actual printed flier.