

Represent your friends

Instead of wearing brands, you can wear your friends.

Dear friend,

I request your participation in this playful, durational artwork called “Represent your friends”. We’ll embody this artwork to acknowledge that we are more than a “brand”, in the gig-economy-based art market, and to highlight the networks of people that lift our collective scenius (communal genius).

If you want to be part of the collective-liberation-action, stock-investment-trading and analog-NFT-mining that is the “Represent your friends” artwork, you must follow this score:

SCORE

1. Put your friend’s face on a shirt.
2. Wear the shirt as part of your wardrobe.
3. If someone asks, "who is on your shirt?" avoid talking about what they do for work. Instead talk about them as a person.
My friend...

Examples of how to start talking about your friend:

This is my friend ... they are/live/want/like/...

This is my friend... we know each other through/from...

This is my friend... we usually do... together.



This art piece offers you the opportunity to own a piece of something meaningful, becoming an integral part of it as well as affirming it in action. By participating, you emphasize the importance of personal connections and relationships. It's a collective effort to rethink and reaffirm the values we hold in ourselves and others.

I see that this artwork also has the risk of becoming what it wants to critique. Capitalism owns everything – let's take this as an opportunity to discuss ownership and representation.

This score is open source and is not copyrighted. I encourage more people to represent their friend and practice acknowledging that you are more than your brand both within your local context and in yourself.

Hugs,
Vincent Jonsson,
Stockholm, 27.11.2024

Acknowledgments:

Inspired by a byproduct from the artwork: *The Ultimate New Aesthetic Dance Floor of the Future 2.0* (2019) by Adam Fenton & Rebecka Berchtold.

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