

60 Days of sharing

A Distribution of Artistic products
On The Online Gallery; Instagram

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Abstract

This thesis will study a distribution of artistic products on the social network of Instagram. Through artistic and scientific reflections the project looks at how the online photo-sharing network shapes an artist's feed and how a viewer reacts and participates towards a work of art. This theoretical angle will function as a base from which I execute and evaluate the practical part -the artworks- of the thesis that takes place on the Internet; mainly on the social network Instagram.

In the course of the project, which consists of 60 days of sharing artistic material on Instagram, log writing and contextualizing, I will also consider the cultural tendencies on Instagram; Hashtags, Likes, followers, @s, and the moral does and don'ts of the network. This has been documented through the logs that I have recorded everyday, together with the post of that day.

The content of the posts being shared varies from day to day, but a commonality for them all will be the artistic facture. There are planned series of works that will inspect different ways of sharing in form, context and media related manners.

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Introduction

Sharing Is Caring

Facebook launched their new news feed design last week. They have been moving the layout around, experimenting with different iconography and fonts over the last year to find the most admin friendly design for their over 1,3 billion monthly users. Their aim this time is to help users “find the tools they use most” as effortlessly as possible (The Verge, 2014). These minor changes and updates in our virtual reality are now a part of daily life. How did we get from telephone, fax and letters of yesterdays, which today are replaced by thousands of apps, social networks and online methods of instant communication? It is no longer restricted to sensitive or important information exchange, but sharing today includes communicating all aspects of everyday, reflecting our identity and lifestyle.

Sharing personal photos, information and networks are complicated affairs when we have everyone we knew, know and once met connected to us via global communication at all times. Gradually we become more and more conscious of what we share, why we share it and with whom.

The online sharing application and website Instagram has been one of the most popular photo sharing networks since 2010. With a simple design and an easy to use sharing and rating system it connects over 200 million users every month, who share an average of 60 million posts per day (Instagram.com/press).

But what do we share on Instagram? How do we evaluate what we share and how do we respond to what others share?

What posts trigger the common users’ attention and why? Is the network made for a specific type of sharing? What are the limitations for sharing artistic feed?

The participatory online culture we experience today, allows viewers to be progressively more involved in the process of production and distribution of meaning. Potentially I hope to use Instagram as a platform of distribution of the artistic practice. I wish to explore

democratic approaches in communicating with an audience and all together aim for an individualized experience for each viewer. The Internet reaches a broader audience than one within the gallery walls and gives both the artist and the public the chance of immediate and if desired anonymous interaction. This immediacy is meant regarding both real time - the moment I share a post sitting at home in Oslo, it can be viewed by someone traveling to work in Beijing- and the type of sharing that includes no third party between the artist and a viewer.

Instagram as a social-network allows anyone that has access to the Internet to view my online gallery and opens a portal between me, the artist, and the audience. It is however important to argue; the distinction between “me and them” –artist and audience- is perhaps blurred on a network such as Instagram, as it is essentially a community of users. Within this community (of artists) nevertheless, we can choose to undertake the role of each others’ audience. In this thesis I often refer to other users as viewers and audiences, using the perspective mentioned above.

Sharing artistic products additionally proves to be motivating for the progression of my practice. The process of creating is provoked because of the possibility of immediate sharing and receiving feedback. I often find myself considering formats and concepts that would challenge or adapt to the cultural and visual frame of Instagram. There are no rules regarding how often and when one uploads data on this network, therefore I’ve planned to share one post everyday so that my audience experiences a constantly developing feed. This commitment- although it is only to my self- feels obligatory because of the desirable experience getting feedback provides. Additionally because of the immense quantity of posts shared on this network, I find that to obtain constant attention and feedback one needs to impart a constant feed. Here I find the motivation to create everyday, even in a non-productive state.

The online gallery on Instagram represents making, sharing and being viewed everyday by random and selected audiences all over the world. There is a feeling of relief linked to sharing on this global platform, I believe it caused by not being dependent on a certain

location and the local network to share my art. There is comfort in knowing that anyone can type *#apple* and be directed to my photograph.

Theoretical Ground

Democracy in art

A democratic experience through art, in my opinion, is an important yet delicate issue. For an audience to have an individualized experience from a work, in such a way that it reaches a certain level of mental or emotional understanding, she needs to be activated to some degree. But to what degree does this activation need be present? Where is the line between activating and manipulating a viewer? I think however we choose to look at this; there are contrasting arguments to deal with.

Claire Bishop as one of the front figures in the discussions on participatory art practice describes activation, authorship and community as the common ground for most art of this sort. Activation refers to the audience being mentally and/or physically active in the encounter with a work, while authorship and community refer to the way a participatory artwork invites its audience to create substance collectively. Therefore authorship is shared within community.

“... Recurrently, calls for an art of participation tend to be allied to one or all of the following agendas. The first concern is the desire to create an active subject, one who will be empowered by the experience of physical or symbolic participation. The hope is that the newly-emancipated subject of participation will find themselves able to determine their own social and political reality. An aesthetic of participation therefore derives legitimacy from a (desired) casual relationship between the experience of a work and the individual/collective agency. “(Participation, 2006 p.12)

My first concern here is to translate this theory into practice in an online network like Instagram. To start I imagine a physical activation of Instagramers is a difficult task to engage in. How can a viewer get physical with work that is presented only through cyberspace?

I am reminded of Milan Knizak's performative letters from 1965 called *Letters to the Population*, where he sent out a large number of public letters to private homes, with the motivation to perhaps both initiate and disrupt people's behaviors. To activate his audience, Knizak aimed to change their "normal" mindset by intruding or disturbing. (Artificial Hells, 2012 p.134)

The idea "disturbance" perhaps, also has a more negative translation, one that brushes slightly closer against manipulation of the audience.

The most important question here is where does the line go? How does emotional democracy function for an artist? Concerning what and how to express, and for the audience, how to receive and how to react?

Emotional Democracy

Since beginning of March 2013, a research group at the Amsterdam school of Cultural Analysis has engaged in a program on the term emotional democracy. The assembly of members from different disciplines such as Philosophy, History, Sociology, Political Science, Media Studies, Theater Studies, examine the phenomena from different cultural angles under the coordination of professor Josef Früchtl.

There, the focus on the term emotional democracy is an "analysis of the fundamental and complicated relationship between democracy (as a form of life more than a form of government) and emotions" (Früchtl, 2013).

In a lecture¹ aiming to clarify the subject, Früchtl explains democracy as a "discourse that tends to exclude emotions, passions or sentiments". The concept seems to be closely connected to rationality and rational thought. He goes on defining democracy by explaining:

"... There is a public space, or more precisely: differentiated but still interlinked public spaces (in the plural) in which all citizens in principle can participate in a

¹ In an email conversation with Josef Früchtl last November, he sent the lecture to help explain the concept of the topic. The lecture is to be published in late 2014.

continuing more or less free and fair debate on matters of public concern leading to reasonable agreement” (Früchtl, 2013).

Früchtl continues by discussing that this idea of a rational debate within politics, however fair and free need be contrasted in several ways suited to the needs of our time. Since the beginning of 1990s there have been growing objections in psychology, philosophy and neuropsychology against an isolation of reason from emotion; doubting both the assumption: “reason and emotion in principal exclude each other, leading to the conclusion that “democracy and emotions exclude each other”. (Früchtl, 2013)

Here he introduces Martha Nussbaum, professor of Law and Ethics at the Chicago University and philosopher, into the discourse. Früchtl explains Parts of Nussbaums theory where she states that emotions are to be positioned separately from other “affective attitudes” such as moods or appetites, because emotions include a set of cognitive elements that can be categorized under belief. As Nussbaum sees it, psychology and politics are interlinked through the fact that a “political balance is an effect of our psychological balance”. She exemplifies two negative emotions; fear and aggression, disturbing the balance in psychology and politic- specifically democracy-. Therefore she concludes, “A status of being free from fear and aggression is promoting democracy”(Früchtl, 2013). The question then is: what do we then do with emotions such as fear and aggression?

Martha Nussbaum makes a connection here with Jean-Jacques Rousseau, the Genevian philosopher and writer who theorizes that humans have a tendency to try to become perfect as an effect of their helplessness. This consciousness is caused by the fact that we, human beings are born too early. We have a “Double-tendency”: us, trying to be perfect versus our projection of non-perfection visible to others. The solution to these contrasting tendencies is a social compensation of finitude and building a social network within which we acknowledge and balance out our weaknesses through the help of others. This way he believes, we will come to abandon our fear of finitude. Früchtl continues the discussion:

“Once the supporting network of intersubjectivity catches us, we don’t have to be afraid of our finitude any longer. But, of course, it must be a supporting network, a

kind of intersubjectivity that becomes concrete in relationships of friendship, love, and solidarity” (Früchtl, 2013).

Considering the context above on democracy and how it can be interrupted, we can draw a parallel to democracy in art experience, which according to participation theorist Claire Bishop seems to have a similar approach. Bishop explain the second and third concerns in Participatory art; authorship and community as the following:

“The second argument concerns authorship. The gesture of ceding some or all-authorial control is conventionally regarded as more egalitarian and democratic than the creation of a work by a single artist, while shared production is also seen to entail the aesthetic benefits of greater risk and unpredictability. Collective creativity is therefore understood both emerge from, and to produce a more positive and non- hierarchical social model.

... and the restoration of the social bond through collective elaboration of meaning” (Participation, p.12)

To conclude Claire Bishop explains, that although more risk and vulnerability takes place in a collective authorship regarding production of an artwork, nevertheless it functions as a more democratic approach. Perhaps in a parallel structure, Martha Nussbaum suggests, damaging emotions such as fear and aggression could recompense and balance out in a supporting social network.

It is highly relevant to this project to ask the question: could Instagram function as the social network that frees us from fear and aggression, and opens a platform for democratic art experience?

The question might seem to be raising the bar too high, but as a creative individual considering making an appearance in the intimidating world of art, I find it crucial to explore the possibilities this network has to offer.

Method of execution

The world inside IG

In order to obtain a better understanding about sharing and user behavior on Instagram - also referred to as IG-, I opened an Instagram account and began to upload photographs without using hashtags. This meant that only my private network that knew me and had started following my account could view my feed. After observing other user's feed and realizing the potential hashtags have, I started experimenting with them to reach a wider audience.

The system of hashtag on Instagram provides the chance to find posts by using keywords. It's a way to organize the enormous amount of photos posted everyday on this network. By putting the # sign before the relevant keyword, it is possible for other users to find your image -along with other users images- tagged with the same keyword. It is important to find and use the right tag that as it is explained on Instagram's help page, will take you to "other like-minded" people. (Instagram, 2014)

I began to share my drawings while hashtagging with elements the image showed literally and metaphorically, and defined my art form with related tags like #fineart, #visualart and #contemporaryart.

The search for other users with the same interests was also a part of the process. The way I understood it, in order to build a supporting network, I needed to follow and have followers who were also creative. Searching with the same or similar hashtags as the ones used on my posts, I started finding photographers, painters, architects and other creatives who were using their profiles to promote and share their art. Soon, this virtual reality became a regular part of my day. Sharing content on my own profile being one part of it, and actively finding and following new users and liking or commenting their works the other.

As a result of the active search- that continued through out the whole research period- new users started following me, and the network started growing. To keep track of my profile and find some simple statistics about the followers and my most liked posts, the website Statigram.com was beneficial. There I see that the audience of my profile are a

mixture of art lovers because of the specific, art related tags and the ordinary Instagrammer who happens to search for a tag my picture was representing, like #apple.

Ethnography

In her book *Doing visual ethnography* (2001), Sarah Pink defines ethnography as a methodology that stresses the “production of knowledge and ways of knowing rather than collection of data” (Pink, 2001 p.35). This anthropological method is designed to investigate the research field from an “insider” point of view using both visual and textual documentation.

Pink differs between her work and other scholars’ works because she believes that ethnography is “an approach to experiencing, interpreting and representing experience, culture, society and material and sensory environments that informs and is informed by sets of different disciplinary agendas and theoretical principals” (Pink, 2001 p.35).

This methodology, she explains is on the basis of experiences in a given place, environment or setting, understood and experienced by the researcher. Perhaps this is the reason that allows ethnography to be used in such a vast range of disciplines including research everyday life. “When researching everyday life as ethnographers, we do this from inside, we become immersed in its flow and, indeed, our own actions and feelings become part of the very contexts that we are researching (Pink, 2001 p.35).

Netnography

On the other hand, a more Internet-oriented methodology that focuses on user behavior on online social networks is *Netnography* – network ethnography. Robert V. Kozinets explains the term as “Participant-observational research based in online fieldwork. It uses computer-mediated communications as a source of data to arrive at ethnographic understanding and representation of a cultural or communal phenomenon” (Kozinets 2009 p. 60). He defines netnography as a part of ethnographic research, but one that also moves beyond it. Kozinets points out the significant of the method as the following: “what

it signals to various constituents of research – those who approve its ethics, those who sponsor and finance it, those who consent to it, those who participate in it, those who audience it, those who review it, those who read it – is that this particular research follows in a specified, distinct, common set of methodological procedures and protocols that have been agreed upon by a community of scholars” (Kozinets 2009 p. 60). While ethnography complies with disciplines such as cultural studies, history, sociology, geography, psychology, or Adventism, it does have the capacity to bend toward any given discipline, in order to examine the field of interest. Netnography on the other hand seems to apply to the more specific area of virtual communities.

The two methods, although linked, also have a main differentiation within research; ethnography covers the personally present or “face-to-face cultural interactions”, while netnography covers the “online interactions” (Kozinets 2009 p. 61). Creating artistic material for this project as well as recording logs, are amongst other things ethnography of my everyday. Because the production is constant for 60 days, and new works appear on my Instagram feed everyday, the documented logs include a lot of personal reflections and the artistic paratactic represents the state of mind of that particular day. “Any experience, action, artefact, image or idea is never definitively ‘just one thing’ but may be redefined differently in different situations, by different individuals and in different discourses” (Pink, 2001 p.35).

Artistic Research

To connect the above to the main part of this thesis I draw on artistic research with Henk Borgdorff who is Professor of Research in the Arts at the Royal Conservatoire in the Hague. He theorizes artistic research “as a form of knowledge production”. Artistic research as an academic method is highly debated. By academic and institutional system, a research involves fact-based investigation that is beneficial to our knowledge and understanding of the world. But an artistic research, as Bordgorff defines, does not necessarily have a specific goal, other than providing “a specific articulation of the pre-reflective, non-conceptual content of art”. In other words, it helps awaken the process of

thought or as Borgdorff explains, it “invites unfinished-thinking” and thereby thinking in and through art. (Borgdorff, 2011, p.44)

Borgdorff further explains that art practice is essential in an artistic research. It is the outcome of the research just as much as it is the subject, method and context. He clarifies that this highly discussed method of research is problematic on the methodological, epistemological and ontological terms, yet he gives a specific definition of the method: “Artistic research -embedded in artistic and academic context- is the articulation of the unreflective, non-conceptual content enclosed in aesthetic experience, enacted in creative practices and embodied in artistic product” (Borgdorff, 2011, p.47).

This thesis, which consists of 60 days of sharing artistic material on Instagram, log writing and contextualizing, will be a study on how the viewers on this particular network respond to different modes of distribution. I will examine the cultural tendencies on Instagram; Hashtags, Likes, followers, @s, and the moral does and don'ts of the network. This has been documented through the logs- often written both before and after publishing a post-, together with the post of that day. The content of the posts being shared varies from day to day, but a commonality for them all will be the artistic facture. There are planned series of works that will inspect different ways of sharing in form, context and media related manners. The thesis, aside from mapping user behavior on Instagram, will observe and experiment different sharing methods through artistic products and can, as such, be categorized as artistic research.

Day one



Inside Voices

Mental strength, apart from being based on actual life experience, is caught between a web of emotions. If you are like me you will have those emotions attached to voices that talk nonstop and make living hell for you. By living I mean the smallest daily routines that one should get done effortlessly; like making breakfast, or making simple decisions like what to wear or which pen to draw with. Let alone the fear-voice that comes hand in hand with creating. Inside voices of criticism can paralyze the shit out of creativity.

Don't listen.

[Series: Diary]

Log, Monday, Feb. 10th

Today's work is a photograph combined with a short text referring to self-critic. The work allows me to express this state of consciousness that I myself experience. The photograph (taken in 2011) shows an image of a two headed dog; Orthus, which is a creature born from historical Greek mythology. Unlike most other mysterious monsters in Greek mythology with exiting stories and tales of heroism, Orthus's only faith was to guard Geryon's red herd. Geryon a three-bodied giant was king over the red island of Erytheia.

I find Orthus to be the perfect symbol to represent the excessive critical voice that prevents creative thoughts to become anything else than fading ideas. The voice is a two-headed dog protecting the monster of creativity.

Inside the dark frame of the photograph, the image of Orthus shines in the middle. On the two sides of the image there are rooms that show different parts of a house. This may represent modern reality and calm of everyday choirs that in contrast with the mythological monster give us a duality to form an interpretation around. On the other hand this interpretation may be visible to me because of my angel of perspective.

For most people this aggressive two-headed animal may only be an expression of aggression.

This is the first time I post a photograph together with a text on Instagram. On (mobile) application view, the text has the length of the image itself. I imagine that this could perhaps seem long or tedious for most mobile viewers to read. I suspect this because of the number of daily posts one has on the home feed. I can only hope that the 23 users who liked the post also read the text attached.



23

#

Two headed monster, wolf, dog, Greek mythology, clash of the Titans, inside voices, contemporary photography, visual art, fine art

Day Two



White lamp. White walls. White frame. White lies

The light in the room told me the sun is up. I looked around and mostly everything was white in this room. I heard birds and dogs and horses alongside the sound of the river. I remember the garden outside the room covered in grass and there was fruit on the branches, and a hammock romanticizes the memory.

I had so many questions and worries. So much I needed to fix. I'd been trying to find apartments online and preparing the little German that I knew to give the best first impression.

Calm down, don't stress, leave things as they are, find your centre and hold on to it.

For a brief moment release the mussels that are knotting up in the tummy and breathe in.

As soon as you breath out the knot is back again.

There's a stomach knot, In the middle of my tummy. How it got there is a long story, so we won't get into that, but ill remind you how it feels. You know when you eat too much bread, so much that your stomach feels like it's going to explode? Now imagine that bread was really plastic and now its just hanging out in your tummy acting heavy and indigestive.

After a paragraph of writing stream of conciseness, I stop. Reading it over I embarrassed of how little entertainment value my thoughts have, and I quickly open a new document to write a more satisfying paragraph. In that presses nothing passes my idea range of what this new text can be about. What is my brain doing up there? Just taking up space? There's the overall numbness and of course the tummy knot, and then there is the balloon-head sensation and some heavy eye movement to complete the uselessness effect. Just try to feel that for a moment.

The Instagram feed is an amusing bore. Mostly showing architecture-porn and heavily bearded men with heads full of hair and hipster buttoned shirts. Where is the interesting artistic input I was looking for?

[Series: Memory Flashbacks]

Log Tuesday, Feb. 11th

The image in itself, besides showing a moment in the past represents an idea. But combined with a text, takes the form of a sequence in my opinion. A moment in time attached to (a) its story. Storytelling in this manner may function as the disturbance that Milan Knizak mentions when explaining the first stages of activating a public. The story about the white room guides the viewer in a direction that distances her from her own impression. This could be categorized as manipulation of a state of consciousness that the viewer may have started with only by looking at the photography. Sharing private thoughts and memories falls naturally to me. Although the other effect this may have is not giving the viewer the chance of freely interpreting the piece. I feel as if there is no point in telling my viewer something that isn't genuine. This way I feel closer to my viewer while it does mean more manipulation from my side and less participation from theirs.



29

#

White lamp, mirror, fine art, visual art, contemporary photography, minimal shots

Day Three



Spanish night

I'm celebrating 200 followers! Thank You!

[Series: Diary]

Log Wednesday Feb. 12th

I reach 200 hundred followers today. I am celebrating this with a drawing because it represents the growth of my project and I appreciate their support. My work is being distributed, liked and followed from viewers all over the world. There is something the members of this small community are finding valuable enough to start following my profile. Considering how much time the usual Instagramer spends on the network or how easily one can get irritated by uninteresting posts, its motivating to know that 200 viewers, have chosen my work to be a part of their everyday.

I worked two days on the drawing since I just couldn't stop making thin lines. And therefore I missed a day of post in my schedule. I need to find easier solutions for the days there is not enough time for creating a work from scratch. That way I will be on schedule all the time with out gaps, and the content of my feed would have some more variation in means of theme. I can use some of my earlier photographs and prepare a text. Maybe I can plan ahead and have several posts ready so that I can focus on writing a more evolving log instead of using a lot of time on the work itself?

The post was a success, with the total 54 likes; it seems to be one of the favorites on my feed. The hashtag "200 followers" attracted a lot of attention to the drawing. And so did the misspelled "beutifull people" tag which amusingly over a hundred and fifty people had used.

♥	54
💬	2
#	200 followers, thank you, beutifull people, fine art, visual art, contemporary art, contemporary drawing, drawing, line drawing, line porn, illustration, Spanish night, ink on paper

Day Four



I am golden

I was created on a blank page of a yellow sketchbook. It was the beginning of January, beginning of a new year. As I was being painted by steady, strong movements of the pen, I knew I had a purpose. I felt this message of glooming hope being transformed from my maker and through me. It was clear; I was here to be presented, shown, seen and

adored- I am golden! When I was complete, my maker looked at me with confused eyes. Not understanding her own creation, she seemed disappointed, like I had failed her... Weeks past. ... Finally she returned to me. She stared at me for long while, as if time was changing something in her perspective. Now I am accompanied by shades of grey. But I guess that's not so awful, in the right kind of light.

Log, Thursday Feb. 13th

Valentines Day; a day without real substance but a thick commercial facade. A golden egg seemed appropriate for the occasion. Of course on Instagram the feeds are full of red, "heartfelt" pictures, congratulating cards and kitsch photographs of couples, kittens and poppies. Therefore, I assume, I am golden fell short in the mass and didn't get the attention it probably deserves. It's easy for me to say as its "maker".

The more I think about why the drawing didn't get as much attention, the more I convince myself that this medium is too superficial for sharing art. Although appreciated at the same time because of its distribution quality, perhaps it is made for an audience with a very short attention span.

Then again I might just be an artist who is offended over lack of attention to her work.



29

#

Golden, egg, hat, diva, shades of grey, painting on paper, contemporary drawing, fine art, visual art, contemporary, art, ink on paper

Day Five



My cave

How confusingly romantic. They could have met at the same time, but they can only write to each other, and that from different time periods. He's in the opposite season of the year and two years before, but at the same place. They put their letters in the same mailbox. The cave, which the mailbox belongs to, remains constant, in the past and the present. He asks her if anything has changed from 2004 to 2006, and she answers: "except the fashion not much"

Log, Friday Feb. 14th

I try providing posts for a profile that in total can show characteristics of a personality. Not necessarily a style (also meant via technique), but on a more intimate plane, a communication that could eventually represent a consciousness. I choose the theme of the posts based on that particular day's state of mind. Today the theme seems to be distance and disconnection. I hope the work portrays something in that direction. With a text following the picture there is more room for expressing a state. Perhaps it could be an interpretation of mind traffic, communicated through fiction.

The theme is not always that clear, for which there could be different reasons. One reason I believe, is everyday-occupation. While mostly, we are in control and perhaps aware of what goes on with us emotionally, there are still those days our busy schedules don't leave room for us to listen to those emotions stirring in the background. I find the best solution for mapping in those circumstances, is using intuition. In other words, I do what feels right because looking back on a work that was "blurry" at the time of production; the reason for the way it progressed becomes completely clear.

There are different art expressions tagged as fine art on Instagram. The range expands from silly translation of the word for doodles to realistic paintings on professional artist pages. I use the hashtag line drawing, to narrow down and specify the audience of the post today.

♥	43
💬	2
#	Cave drawing, cave, line drawing, fine art, visual art, contemporary drawing, contemporary art, illustration, romance, letter

Day six



Reflection error

It smelled soup and waffles. The ceiling was high and there were windows all around. Outside there was the sky, the city and the woods. Sunlight looked through the glass reflecting silhouettes onto the trees in the woods. We had soup, but no waffles.

[Series: Diary]

Log, Saturday Feb. 15th

Sometimes writing a meaningful, intimate text is impossible to achieve although the theme is crystal clear. Those days come often during periods of stress or crisis in personal life, when the capacity of the brain is occupied with volumes of mixed emotions, worries and what-if thoughts.

One easy method to writing a genuine artistic text, in my opinion, is to write actual experiences from that day. In the text above I explain facts, together with photographic elements and I also integrate smells to help imagination set the mood. This way the essence of the moment still exists, both in the text and in image. Leaving out my negative emotions, the text hopefully reflects a neutral-subjective- emotional state that together with the photo would allow interpretation without leading a clear plot. But can this text still translate what really was going on? If a friend who is familiar with my life, perhaps she can read that there lacks enthusiasm, and the fact that I'm there but not entirely present.

There is probably a lot of artistic material born through emotional frustrations, but today I feel that material is not for sharing, at least not immediately. I imagine that with a bit of distance and time most things will be possible to share. I wrote a longer text on what I actually was thinking constantly about, but unfortunately I couldn't permit myself to post and share it with such a vast public. Here, I believe we have a new case of emotional democracy. What do I as an artist feel is appropriate to share?

There are two possible reasons for the dilemma above:

One, I might not be ready to talk about the problem at all, let alone write about it. The other reason might be a case of privacy. There is little motivation to post and share sensitive matters over the Internet, with "people" – profiles on a social network -, that I don't know personally. But don't I do that constantly?

Is the main fear really not being certain if my viewers are ready for such intimate posts or if sharing banalizes the content? Is the problem a lack of artistic value?

♥	41
💬	1
#	Reflection, wood, trees, soup, waffles, fine art, contemporary art, contemporary photography, visual art

Day Seven



Plastic Fantastic

There was chaos on camping area. Drunk, tired and annoyed from lack of sleep, speed and weed on the last hours of the festival. There were small fires here and there because some genius decided that it'd be a good idea to burn the things that weren't necessary to take home. Smell of burnt plastic, wet mud and rain made many people nauseous. You know its time to go home when the macho vodka lovers in the neighbor tent start crying to the sunset.

[Series: Memory Flashbacks]

Log, Sunday Feb. 16th

Looking for users on IG who distribute artistic posts is not an easy task. Considering the amount of time I use just going through the new feed on one day makes following new users a selective and careful assignment. Having the application on the smart phone occupies most waiting times; bus stops, cues, adverts between a television show etc. In addition to the time spent actively to post. In a case like mine, where the application is used for a project, Instagram is the last thing I check in my bed at night, and what helps me wake up while the alarm is on snooze in the morning. After a while I stopped noticing the time spent on the application, but I imagine it is more noticeable for the people around me.

The intimate relationship our generation has to their beloved smartphones is fascinating. Never before has a piece of technology been so close to our everyday existence than this new extension of our identity- and hand-. I suppose the intimacy in some of my work benefits from that intimate relationship, through sharing on Instagram, which is mainly operated on mobile phones.

I wonder why my followers follow my feed. I know that at least 20 people like every image I have on my profile. What do they see, think, feel and get from this tiny image on their phone screens. How do I get them to tell me? Should I just ask? Would they respond to a question like "What do you take away from this post?"

Would that be too open of a question for Instagram users that are used peaking and quickly scrolling to the next post? Maybe finding something narrower to ask about would give a better result? I'll work on this idea and try it in a post soon.



66



1

#

Plastic-fantastic, dolls, drugs, festival, fine art, visual art, minimal, contemporary photography

Day Eight



The Weal

You're biking down a beautiful valley far into the countryside. The sun is shining, and warming your skin. You try to find paths that nobody has ever used before to get to the core of wilderness. Spring air smoothly embraces you while the birds sing for the nature from treetops. Now you stop to pick up some flowers and look at the butterflies. As you get off the bike it catches fire. Good luck.

Log: Monday Feb. 17th

With *The Weal*, there was an urge to write something to match the image's story. A directly related text often feels like the work's explanation, which in my opinion is unnecessary in any artistic frame of work. However I took this as a challenge. There is a disturbing message lying behind the dirty pink and purple shades of the painting. That being said I wasn't going to describe the image as dark from the beginning of the text because there is no reason why something heavy or difficult can't be eased into. After some contemplation on how to start, I came to the conclusion that the painting firstly is decorative and then disturbing. Perhaps this short text is enough for the viewer to grasp the sentiment of the image, and still have room for an individual interpretation.



34



2

#

Bike, weal, fire, painting on paper, contemporary drawing, fine art, visualart

Day nine



House of Sorrows

When I grow up I want to live in a house on a lonely mountain, somewhere like Bergen where it rains all the time. When the ground never dries, colors pop and shine so bright next to the grey weather. Cloudy skies trigger the poet in me.

Log, Tuesday Feb. 18th

Isolation. This seems to be my main wish for the time being. Which is ironic because my project is about sharing and getting feedback. I try to translate my emotions through the art I'm sharing, without offending my viewers. Because who would follow a feed from a user who projects negativity in that sense. Nevertheless I imagine there is a public for that as well, but that is not a part of my process I want to share. There are challenges in creating content for sharing everyday, and this post is a good example to why. Perhaps if I worked longer on the work I would feel more satisfied with sharing it, but for now this is not my most favorite work in this process. However the viewers rated the post better than expected.

♥
#

34
House, mountain, cloudy sky, triangles, fine art, visual art, contemporary drawing, drawing

Day ten



Jumbo

...With every curse I get more and more angry and my newly teared up skin goes blue and purple and green, while my veins keep popping up and down my neck. I scream with furious anger and pull out my hair and take big steps with my giant feet and the ground shakes. When suddenly I see my self in the mirror. I see the thing in front on me, MY reflection. And I realize, I'm a monster.

Log, Wednesday Feb. 19th

I communicate with combining a drawing and text again. There are emotions such as aggression, fear and unsettlement being portrayed through the work. Using fiction and metaphors, I translate emotions to written images that can play out in differently in the minds of different readers. I give my own interpretation of the monster portrayed in the text, hoping to motivate the viewer's imagination.

♥
#

42

Monster, egg, feet, bird, fine art, contemporary drawing, visual art, painting

Day Eleven



Eternity lady

Did you know that when you dream, you could go up to any person existing in that dream and ask them their name? They will never answer, most of them just run the opposite direction. They realize that the question is too real for a dream landscape. Names only belong to the world awake. She walks and dreams and knows for an eternity before she disappears...if you stare deep into her eyes, you will get seasick.

Log, Thursday Feb. 20th

Eternity lady is a photograph-documentation of an object and also one of the photographs from the stop motion made from the object in spring 2012. The two were presented together as an installation. To make the object I split a large cardboard cone and covered the inside walls with 1cm triangle-formed mirrors. I put the cone together again and placed a pink ceramic elephant at the smaller end and light the object through color filters. The piece was made for an exhibition in Havana, Cuba as a critic towards artistic limitations. Following the theme of isolation I chose the photograph to shed a new light on the subject and paired it with a random text in the hope it would direct the viewers attention in a different direction.

It is ironic to me that for the viewers, I wish democracy and freedom of interpretation, while I seek isolation myself. Although this duality is what keeps the project from being monotonous, I hope it will be driven from a more content point of interest.

Evidently, my indecisive state was translated and I assume visible through the work, based on the count of likes the post received. The reason could also be the kitsch appearance of the photograph, and its' lack of communication with the text. Although I am disappointed that the work was met with little reaction, there is comfort in knowing that the followers of my profile have an expectation of me and I need to meet those expectations in order to get positive feedback.



18

#

Day 10, Thesis, eternity, lady, elephant, installation, pink elephant, fine art, visual art, contemporary art, contemporary photography

Day Twelve



Friend

Do you think about how smoothly friendships glide in and out of our circles?

When you look at old pictures you realize how long it's been since you met, talked and shared. I remember how she moved her nose when something annoyed her to laughter. And how I thought I could read a thousand emotions in her eyes even when she didn't speak. I remember her voice, her vocabulary, her smell, and her moods like any other active person in my life.

Do you think we will ever be that close again?

[Series: contact]

Log: Friday Feb. 21st

Friendship psychology is a constant occupation of mine. I like observing how new people develop a relationship to become friends. I enjoy dismantling different parts of the relationship -in my head - and understanding how it works, what they mean to us in different stages of life and how we understand, react and respond to them.

We are social beings, that fact is static.

There are those of us who surround ourselves with relationships and love bathing in the input of others. And those of us who choose to believe we don't need close friends and that life goes on fine without continues company. Of course there exists those in between. Whichever group we belong to, we still crave human contact in one form or other. The fascinating part is what kind of interaction different individuals craves, how often and why?

At the start of the text attached to today's post I ask the audience a question. I also asked another one at the end of the text to see how many actually read the text below the image, and if they will they respond? I asked the questions in a subtle way, without ordering the viewer directly to answer, assuming that they will now what to do.

Apparently, I was completely wrong because I didn't receive any comments on this post. This is strange to me because about forty users liked the post. The outcome may be because I didn't ask the right question; optionally the question was understood as rhetorical. There is also the possibility that most of the viewers scroll away from the text.



39

#

Friend, circle of friends, voice, smell, laughter, close, far, fine art, visual art, contemporary photography

Day Thirteen



Friend 0.2

Would you want to get close again?

Did they turn out the way you thought they would when they grow old?

Maybe they surprise you by how much they've changed...

Will it be as uncomplicated as it was before?

Are you the same person who once chose that friend?

[Series: contact]

Log: Saturday Feb. 22nd

There is no easy answer to why we leave some friends behind in the course life. At times dramatic situations take place, which create distance between friends. Other times we outgrow one another. Following the theme of yesterday, I use the same contexts to both the image and the text. The image is a new variation of yesterdays image and the text continues questioning about lost friendships.

Although the questions posted today have a more rhetorical sense, there was still a part of me that was hopeful to get some replies. Am I simply not being read? Or is my audience just not the type to answer? If so, I need to continue hunting for more text-friendly users.



33

#

Friend, circle of friends, voice, smell, laughter, close, far, fine art, visual art, contemporary photography

Day Fourteen



Sunding (Sunday dinging)

Stepping on wet pavements on a gray Sunday. Life is tasty, foggy and hung-over. Slept through a date with friends. Lost my way to a café gallery. Watched art and had a cappuccino. The coffee was great.

[Series: Diary]

Log: Sunday Feb. 23rd

The free texts on the bottom of the posts sometimes take a more conversation-like format. Though I try to give them a poetic hint, they -almost diary like- tell a story in an oral form. Perhaps this form of text suits the snapshots more than the organized photographs or other time consuming posts. I'm considering a name for the series of these kinds of posts; maybe *Diary*. Additionally I decided to start making the post available to text interested users by hashtagging #*textart* and #*textasart*.



18

#

textas art, text art, church, prayer, Sunday, dinging, art café, cappuccino, wet, gray, fine art, visual art, contemporary

Day Fifteen



Fresh and Clean

I need to wash up. I need to feel clean my self and I need to see clean all around me. Do you know the feeling? I just want a fresh start. A beginning without a trace of the past, a silent even though you know it won't last. I want to be clean and alone so that the emptiness that surrounds me stays open, intimate and private. I want the light to brighten up the void so that I can see there is really nothing there to distract.

In this new start I want it all in black and white. No colors to manipulate the vision or make a mess- I hear footsteps I the apartment. I thought everyone had gone to work on this sad Monday morning. Have you ever noticed that if Monday sky is cloudy then it doesn't feel like a new week? It just doesn't feel clean enough for a fresh start.

Sound of footsteps stresses my ears and nerves. They occupy my attention, the one that I need for being alone and clean. Why is she at home? Maybe it's her free day. She probably planned to fill it up with unnecessary things like interacting with the world outside this apartment, because staying inside is the ultimate taboo of this society. Well guess what? That much impression and restlessness from the city, cars and people, advertisements, mobiles and cafes, stresses and does more damage on a soul than good if you ask me.

No way, I'm not going out there unless I'm going out drinking. I mean there must be a genuine good reason that makes me leave my clean, artful state.

Its here, my artful state is in the emptiness. Its in loneliness, not the sad kind but just solitude. Its in silence. I forget that every other minute. My short attention spam is making me insane and unstable even for myself.

Every Monday I get up and leave to some room outside to find something. That something maybe joy, maybe focus, maybe creativity may be intimacy. On Sunday evenings I think tomorrow will start with a boost of activity and productivity. But then Monday goes to hell because of all the plans i made myself do and because of that lousy start the rest of the week gets wiped out of the calendar along with the other useless weeks of the year.

Today I'm loaded, ready but reserved. I waited till it was 11am to get out of bed. I wrote a list of things to do on my mobile before I got up:

write log for the days you didn't.	work out / draw the exercises
write and post for today	draw something today
write an email to B	remove your nail polish
where am I going to print my master?	fold the clean cloths
put the apartment on hybel.no	call S
change the bed sheets	Send A SMS
shower	As

you can see, nothing on that list requires me leaving the apartment. That relaxes me. Like I've never been out there before.

Log: Monday Feb. 24th

Because of the length of the artistic text today, I chose only a small section to attach to the post on Instagram. Additionally I published the work on my blog and direct the audience to “read more on the blog”.

After checking the statistics at the end of the day, I can see that about ten visitors have been to the blog post Fresh and Clean. This shows that today some of the viewers read the text on the post on Instagram. Furthermore we can assume, that viewers who are interested in reading the texts, will also take the time to leave Instagram to open my blog for more.

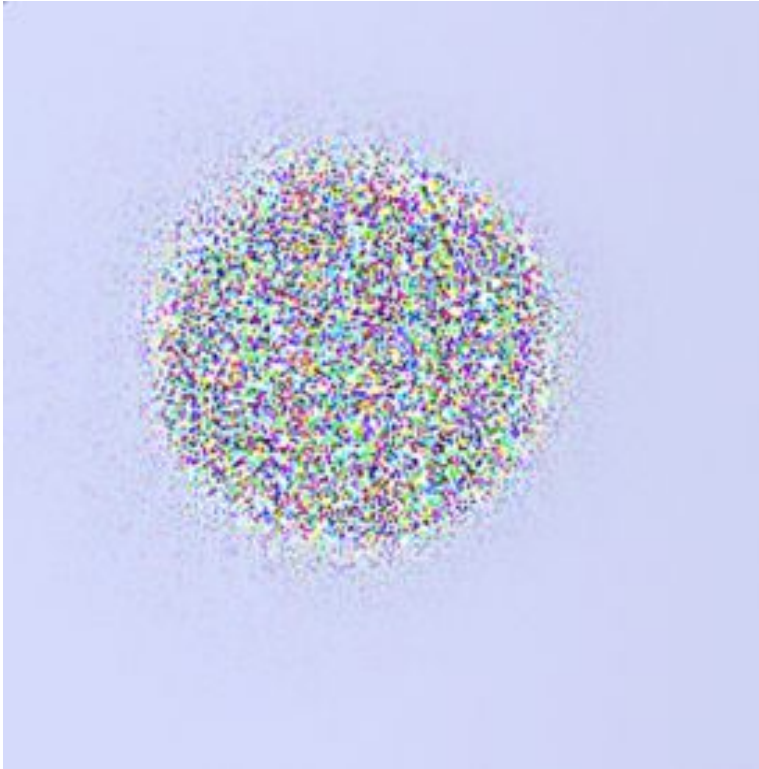


20

#

Havana, Cuba, Monday, creativity, artful, fresh, clean, empty, void, beginning, open, intimate, fine art, visual art, contemporary

Day Sixteen



A vacuum.

An empty space.

An open space or a break in continuity; a gap.

A feeling or state of Emptiness, loneliness, or loss.

Having no legal force or validity; null

Containing no matter; empty.

Not occupied; unfilled.

Completely lacking; devoid
Ineffective; useless.

Log: Tuesday Feb. 25th

Although the majority of users have a certain goal with their feed- either profit, being seen, promoting - there are a number of mostly younger users, who have a competitive behavior towards Instagram use. Users have a profile specifically aiming to obtain most followers as possible. This attitude although not against the laws of the network, is a highly unusual scenario; these users want to seem popular without having a valuable feed. Hashtags such as #followorfollow, #likeforlike or #tagforshoutout are commonly used to recruit more followers.

The culture of non-sharing on a social media community is an ironic trend. The post today is a critic to the empty nature of this type of sharing.



42



2

#

vacuum, empty, void, fine art, visual art, contemporary drawing, digital drawing, digital art, illustration,

Day Seventeen

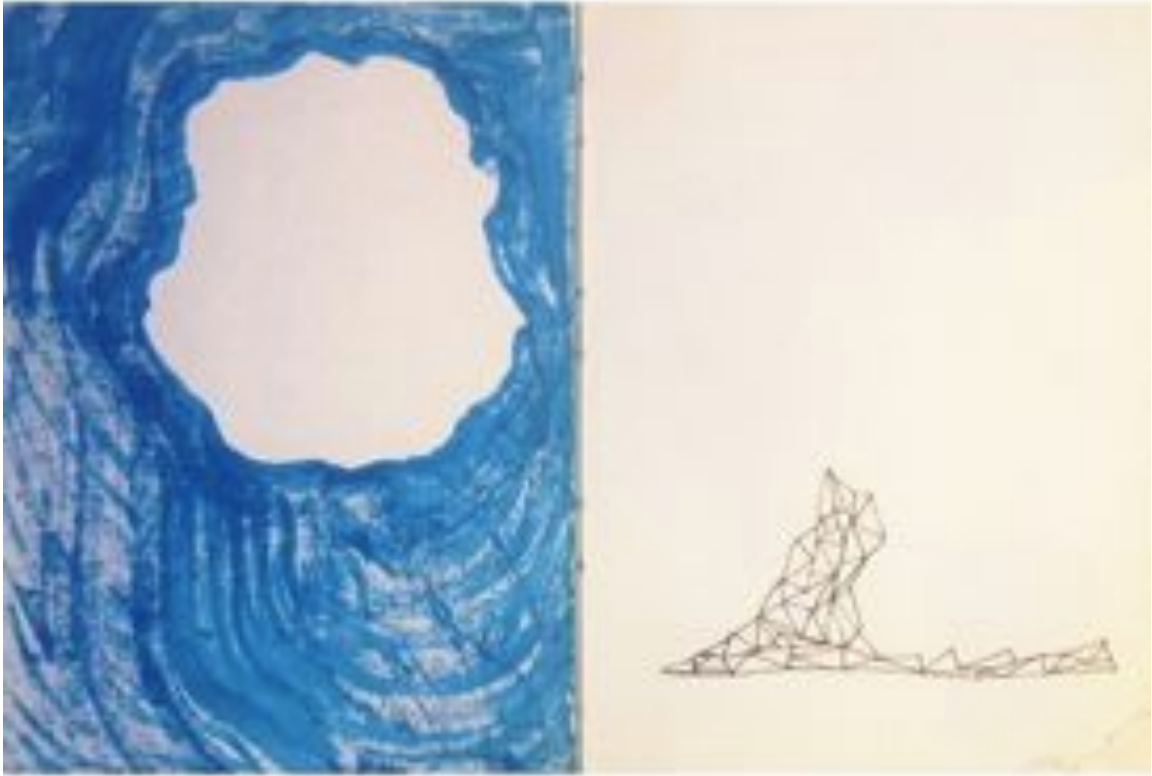


Obey

A hand on my back leads me onwards. I have no choice but to obey. I look behind me to see who it is; A young man I don't seem to know. I get only one brief look and I forcibly turn back to watch where we are going. We enter the room and I see my belongings are placed around just as I would place them myself. Instead of freaking out in horror of how this unknown person has my things or why he knows how I would like to place them around the room, I convince myself that I'm willingly this man's romantic partner and I believe in my own illusion.

[Series: Dream]

Day Eighteen



Blind

We live together in this room and there is no outside. Maybe we're happy, maybe this is the best time of my life but I can't know because of the bobble that keeps my judgment outside. Before I know what I think about my situation some armed guards break into our homeroom. They make a mess by searching through our privacy. And they take him away. Without knowing what it is, I know I have what they want. So I run.

[Series: Dream]

Day Nineteen



Hide

Scared and aimless I run from corridor to staircases to new corridors. I'm being followed and I have this thing that they are after in my shirt pocket. It hurts every time it hits my chest while I'm running. I run up the last stairs, I'm tired and at a dead end. I lean on the wall behind me to catch my breath and it turns into a door. I open it and go into the dark. The door disappears. There is no way back.

[Series: Dream]

Log: Wednesday Feb. 26th, Thursday Feb. 27th and Friday Feb 28th

With *Dream* I have started a series of posts that will follow a fictional dream landscape both in image and in text, which takes inspiration from my actual dreams. I combine with an image, which will either be a drawing, painting or a photograph. The aim is to collect these short stories and put them together as a longer piece of writing at a later occasion.

On Instagram the series will play the role of stories that are accompanied by images. The text in these works is essential to the production of meaning. However, seeing as my audience on Instagram does not respond positively to longer texts, I have chosen titles that would provoke the imagination in the direction the text takes.

These images may at times give a visual interpretation of the text and therefore perhaps in function resemble book illustrations, and a storybook with illustrations may as well be the final product of the series. Nevertheless, I intend to paint the drawings in larger scales in the future.

Looking at the bigger picture, the series will represent a parallel reality next to the works on my memories, relationships and ordinary life. Eventually, the aim is to open a new portal to other parts of my creative world. I wish to share this world with my followers here on Instagram and hope they will enjoy a dose of fiction on their feed from time to time.



141

#

Obey, blind, hide, dream, run, disappear, drawing, fine art visual art, Contemporary drawing, line porn, line drawing illustration, illusion, love, painting on paper, ink on paper, fall bubble, guards, run, bird, origami bird, hole in the sky

Day Twenty



Come fly with me

I cannot drive but I often fly in my dreams. It's a pity I can't record what I see in my head so that you would fly with me. My watch keeps on ticking on my wrist. The toilet paper around my thumb is making typing difficult for me. There is terrible violin player on the street that breaks my concentration. A baby from the café downstairs screams every now and then. Something in my chest is taking more room than necessary and I don't have enough space for my shoes. I hate slippers, and dry throats. I cannot jump very high but I often crawl in my dreams.

Log: Saturday Mars 1st

The fictional character of the past few days' post has had a great positive effect on my productivity. I am now considering adding more posts in this direction, and have already planned a new series of similar works. The dreamy landscapes of the texts in provoke new types of expression both in vocabulary and in image. The words create a frame in which the image moves and grows. On the other hand, the image gives the story another mode of interpretation.



40

dreams, fly, kite, crawl, mountain, drawing, fine art, visual art, contemporary drawing illustration

Day Twenty-one



His Head

I think about his head a lot. The way it used to look on the pillow, the way it looked when he turned to tell me something- the way it looked in his hat. Or from above when I sat on his lap. I think about his hairline- about the lines down to his cheekbones and chin. - his devilish looking eyes- his tall eyes- his fearful eyes- his love and love eyes. His soft-packed-subtle ears, his brain- his mind- his thoughts his breath, his charm.

I think about the way his laugh shook his head, the way it broadened his cheeks and warmed his eyes. I miss his head. [Series: contact]

Log: Sunday March 2nd

Intimate words for an intimate photograph. The only natural text for such a photograph seemed to be writing about the person portrayed. I wished to deliver a text that not only transfers the sensation of what the image but one that also leads the reader in a poetic direction from which their experience of the work can arise. Perhaps this is the closest I have gotten to consciously manipulate the viewer's experience. However, the users who do not read the text skip the manipulation and only take away the sensual character of the image.



22

#

text art, text as art, fine art, visual art, contemporary photography, eyes, head, charm, memories, flashback, love, dark pictures, distance

Day Twenty-two



Cloud contest

Log: Monday, March 3rd

In the attempt to find artists that work with text in the artworks that they share on Instagram, I have acquainted a few who use text in the frame of the image. This technique is perhaps a natural turn for text distributors to take, since Instagram, as a photo-sharing network does not offer a user-friendly readability for written content.

The Drawing shared today has a few words of text written on the paper sheet. Through writing the text in the same frame as the image, it will be difficult for a viewer not to read it. However, I would like to try motivating the audience to read my texts –that usually are longer than a few words- through other methods, preferably separately from the image.



39

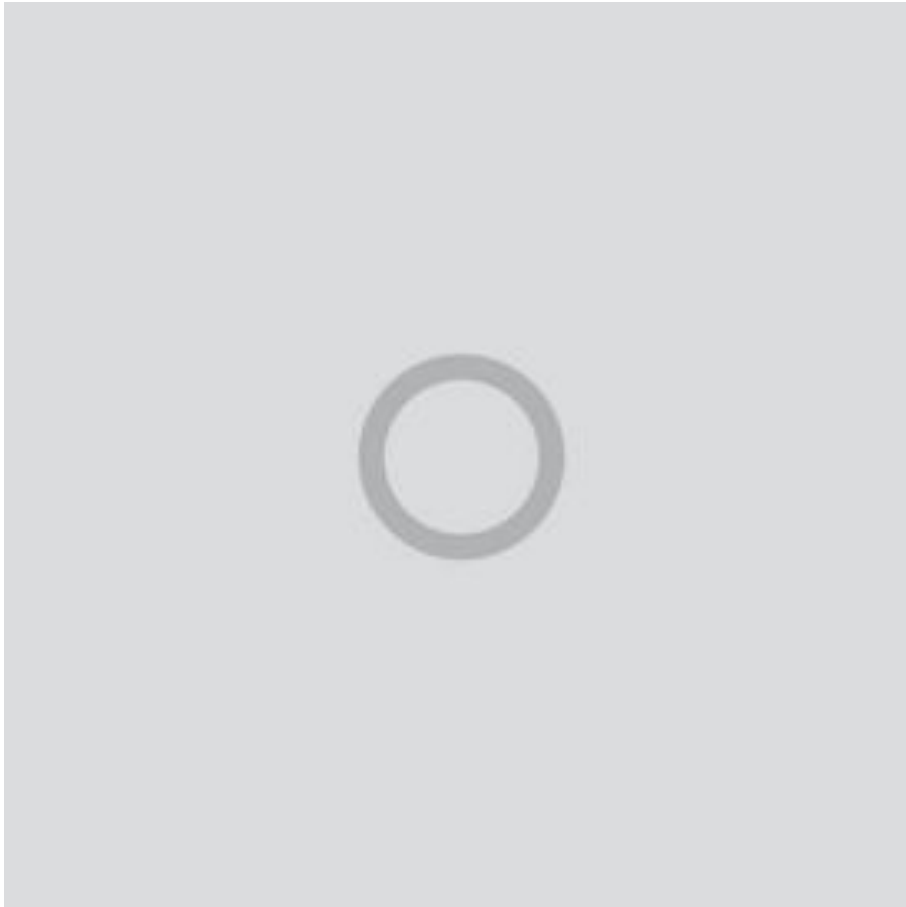


1

#

Cloud contest, fine art, visual art, contemporary drawing, illustration, painting on paper ink on paper

Day Twenty-three



A penny/like for your thoughts

Many of us suffer from irrelevant posts from people we follow. Discouraging, uninteresting posts that only take up space in our feed but it would just be too mean to un-follow. How can you share something on a network, which is meant to be gathering artists, that has no entertainment value? Are you doing it for your self only? Do you then really need to have it online? Are you really sharing?

Log: Tuesday, March 4th

While I browsed through the feed today, I realized the negative twist of the Instagram culture of “Follow for follow” is growing. Well actually it’s an act of politeness or a morality to follow a user who starts following my feed, but I can imagine that there are different opinions and attitudes, depending on how important it is for you to keep the followers. It could just be that this “culture” merely exists because of the newly started users to help each other gain more followers. In other cases it could be an act completely irrelevant to a post’s content but more focused on how obtaining most followers and false popularity.

At one point I did start un-following some of these users to save my self the irritation of not being able to load the pictures that I truly wanted to see from my favorite users, because of my bad Internet at home.

Eventually I took a screen shot of one of these un-loadable posts and combined it with a short text reflecting my frustration. I’m sure that a lot of the viewers would think that this actually is a picture that is not loading, and therefore there will be a considering amount less likes on this post. On the other hand, I imagine that the users who genuinely are interested in my posts would get annoyed and wonder what this post is that they cant open. Another effect it might have is that perhaps the text that follows would get more attention than usual, because it’s the only available information. Of course the average Instagramer would scroll quickly away, because we have too short of a consecration spam on this social network.

After posting the work, the post did get a lot of attention from one user that got involved by commenting. Unfortunately, he was too aggressive and had other intentions than to discuss the post. Rather than giving his opinion and responding to the answer, he commented large sections of text after each other (6-7 comments) making participation for others completely unattractive. Instead of talking about sharing (my argument to begin with, and also explained to him in a comment to his first posts, in the case of unclarity) he went on to the discussion on what art is, and explaining how he thinks I should be making art as an artist. Quoting the way he started his sentences: “if you want to be a great artist you need to understand something...” although I had already agreed with him to some extend.

I considered blocking him as a user on my Instagram, but that seemed too exaggerated. In the end, in the fear of not being able to communicate with any other users in such a

circumstance I deleted all his comments after sending him a message on Facebook explaining that he should try to comment not spam. But was that the right thing to do?

After doing so, I sat with a feeling that I have perhaps gone against my own principals. Wasn't the whole point of this project sharing: giving and taking? Did I just discourage a viewer to participate at all in the future?

The Internet is a vast space full of different attitudes towards freedom of self-expression, and this was a clear and perhaps uncensored expression of meaning, however I come to perceive it. How should one react towards hostile attitudes from "internet trolls"? Is ignoring the answer? Should I have never answered? Or never deleted the comments?

Research shows that how we form our opinions after reading an article online is based on what the comment section underneath projects. If the comments are full of negative reactions we tend to follow that reaction, or at least eliminate our own positive reactions. I guess that research was in the back of my mind while deleting those comments.



17

#

Sharing, non-sharing, follow, artist, entertainment value, fine art, visual art, contemporary art, loading

Day Twenty-four



Find

After my eyes get used to the dark, I see the theater stage from far. There is a tour guide waiting for me by the stares of the stage; a gray-haired middle-aged man just waiting. Smiling. As if in his silence kind eyes, he is assuring me that they wont find me here. And I believe in his illusion.

[Series: Dream]

Log: Wednesday, March 5th

The fictional dream-story continues. I recognize the fact that the story would have been easier to follow for a viewer, had the posts been published chronologically. However I would argue that in each post, the image and the text have a direct relationship and therefore can also stand as a separate work.

♥
#

40

Theater, fine art, ink, on, paper, find, illustration, illusion, visual art, contemporary drawing, drawing, smile, hope, stage

Day Twenty-five



Tough luck

The ocean is grounded. The waves balance by lifting me up to far highs and bring me down again to feel the soft sand that sneaks between my toes. The happiness of gravity-loss fills me up as if my chest is too small for the amount of joy. In it's enormous depth of green and blue it's limited. The walls of cultural cement make themselves visible to my eyes now and the next wave pulls me under.

[Series: Dreams]

Log: Thursday, March 6th

Belonging to the series Dreams, Tough Luck is the beginning of the fictional story, chronologically the order is: Tough Luck, Obey, Blind, Hide and Find. The drawings have been received well by the viewers. Hide is currently one of the most liked and commented posts on my profile. After observing the success of this posts I have planned a few more series that I hope will have similar results.



35



1

#

artist_sharing, linedrawing, duck face, ink on paper, illustration, drawing, wave, fine art, visual art, contemporary drawing, ocean

Day Twenty-six



I started this today

[Series: Process]

Log: Friday March 7th

Diagonal lines are appealing to me, visually and conceptually. After going through my drawings I realize that the favorite drawings and paintings for me, have a sharp diagonal line that functions as a fall or a hike. It always also starts with the line and the rest comes after I've decided to work on an idea for a few days and only share the process of the work to challenge myself in haste and time regarding a picture, and to experience how my followers react to such posts. I don't have any specific rules to follow but will post a photograph of the work after feeling like I'm done for the day, and continue sharing the changes.

Today's post is a rough sketch of the idea of the image realized in a way that leaves a lot of room for changes. At this stage I know the process has just begun and this is nowhere the final result but I feel satisfied with the image as it is. I could almost leave at that. The difficult part with this picture will probably be how strongly I see and feel the idea in my head. Let's hope my hand and head are communicating.



24

#

Pause, break, fine art, visual art, contemporary drawing, drawing

Day Twenty-seven



Moving slowly forward

[Series: Process]

Log: Saturday, March 8th

Working on an image that already looks satisfactory is a difficult task. You almost are afraid to try anything else in the fear of destroying what almost feels finished. The changes I made today were minor. I added a pink and worked with the sky and the rest of the background.

The post didn't get much attention; I got fewer likes than yesterday. This could have different reasons. The picture isn't much changed and for those who liked the version from yesterday might not notice the difference and think they've already seen the post. On the other hand, I imagine this process is not that impressive for anyone who isn't the artist or specially interested. So less of a reaction is perhaps normal and understandable at this stage. The count of likes differs by a few only. 1st day: 23, 2nd day: 19. Generally a post gets most likes on the first day of release. This because the followers see it in their feed, but also because the hashtags attached to the image work by date- and perhaps time-. The newest picture with the same hashtag is shown first.

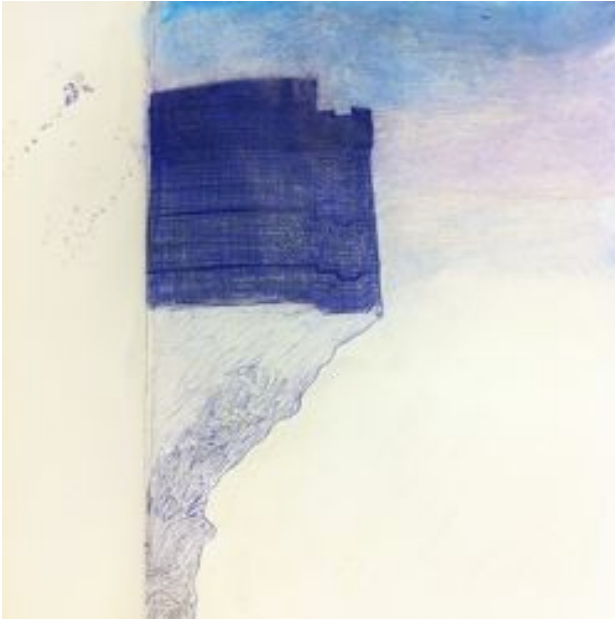


24

#

Pause, break, weekend project, fine art, visual art, contemporary drawing, drawing, illustration, painting on paper

Day Twenty-eight



This is going to take time

[Series: Process]

Log: Sunday, March 9th

Half of the day today time was used up thinking about my process with the painting and how a sketch of an idea promises potential. After some work is

done, the potential fades and technique takes over the focus. When that happens I usually take a few days break to create distance between the idea and the result so far. But since I've decided to work only on this piece and share the process continuously I don't get to create that distance and I get the feeling that by more work I'm constantly ruining the idea of the image. Documenting the process, of course, helps refresh the memory but the idea that started the painting, holds the emotions that drive the image forward. When that starts fading the interest for the painting fades with it.

After posting this photograph I was surprised by reactions on Instagram. The post has 21 likes, already more attention than yesterday. The number of likes is quit close in the last three days, and that leads me to different conclusions. One in maybe that the ecstatic of the picture appeals to only around 20 of my followers –and not more- At the same time a lot of the same followers like the posts viewing the process of the painting, so I think there is a group of people following this pictures process and they are exited about the results.



29

#

Pause, Sunday's work, project, unfinished, painting on paper, painting, break, fine art, visual art, contemporary drawing, sketch, illustration

Day Twenty-nine



Close to the
[Series: Process]

Log: Monday March 10th

I started thinking about other directions the painting can take to help my motivation. I added a new element today and feel better about the whole picture but it still needs work. The composition is still awkward on the photographs but the strange thing is that in real life it does not. So I'm hoping that sleeping on it until tomorrow will help me find the right perspective.

...

All my assumptions were wrong. Not only did the drawing with the title "close to the end" seem finished and complete to me the day after, but it also received a lot of attention on IG with a total of 38 Likes. I found two new followers because of the hashtags Unfinished and Painting, and one of them praised the image with a comment to show his appreciation.

The sharing process on Instagram never stops to surprising me. Every time I assume something will happen almost the opposite occurs. The surprise factor also concerns my art production. I realize even more now that the time spent taking breaks from a process is vital for the way it moves forward. In this case the element that was added to take the image forward, didn't seem to make a difference at the time of production. But the hours spent away from the picture showed me the difference was quite noticeable and necessary, so much that it satisfied the need for transferring the image closer towards the idea that triggered it. Once again I experience that my intuition and understanding of a work, stand in two different sides of my production process. The strong intuition pushes the idea through and leads the way. My eyes frame the aesthetics, getting their orders directly from the intuition. Then they give directions to a hand that doesn't always please the eye but does the job. All the while my judgment almost blindly must follow. It must keep quiet and only control the technique and even then in limited doses; perfection is not an option. If the judgment interferes the process and starts demanding control, wanting to make decisions, the work stops.

I know all of this; I just fall easily back to the passive habit of observing the duality.



44

#

End, pause, break, Monday, unfinished, painting on paper, painting, fine art, visual art, contemporary drawing, illustration

Day Thirty



Finding Marble

Log: Tuesday Match 11th

Via the global effect of this network, exciting connections are being made. Today the Bridgette Mayer Gallery started following my profile. The gallery, which is located in Philadelphia, USA, declare on their Instagram profile that they have a specific interest in paintings, sculpture works on paper. After having a look at their feed I realized that they had found my profile through the hashtag #painting on paper that I have been using on some of my posts.

This pleasant surprise repeated itself after a few hours, when Blackstone Gallery also started following my profile. Located in Los Angeles, the gallery exhibits to dimensional woks, also with an interest in works on paper.

Through out my process of this project, my aim has been concentrated towards methods of distribution. But I also have been promoting my art on the virtual world. Sharing thoughts, experience and character through text, I show personality and the process of my products on my profile.

The network only exists virtually. However my new followers today reminded me that this world is connected directly to reality, and it connects the reality of my life and work to the reality of my followers. Somehow in the course of my work, I forgot to think of that way.

The post today is a direct reference to the log, which will not project exactly the log on Instagram, but I am sharing it with you, the reader of this thesis. What the audience on Instagram will experience from the photography and the title is possibly the emotion value in finding something forgotten.



17

#

Marble, look, find, photography, contemporary photography, fine art, visual art, under the bed, dusty

Day Thirty-one



Selfie 0.1

After a long and hard contemplation I've decided its time I reveal some of my selfies from back in the day; times before selfies. Stay tuned for more Instagramers!

[Series: Selfie]

Log: Wednesday March 12th

The easy to use hand-held pocket camera that comes integrated in our Smartphones brings with the capacity for new and easier capture- and sharing methods. One of which is the quickly advanced culture of self-portraits or *selfies* as we call it in the new social networking language. On most Smartphones there exists the option to switch to front camera for the photographer to take a picture of herself while looking at her own image on the screen. This change in technology has had the effect of making the self-portrait takers much happier than before, where the only ways of taking a selfie was via a mirror or by leaving the camera on a tripod.

Dr. Pamela Rutledge, the director of Media Psychology Center (Boston, MA) published the article *The Popularity of #Selfies: Narcissism or Self-Exploration?* last April, she explains:

“In our globally connected 24/7 world, anything that gets attention, gets talked about. Some view these self-created self-portraits as proof of cultural—or at least generational— narcissism and moral decline. I, on the other hand, view them as a by-product of technology-enabled self-exploration”(The Media Psychology Blog, 2013).

Taking a great picture of yourself on your flip cam has definitely made sharing self-portraits more interesting because the result shows a photo of from the angle you see and appreciate your own image. But what does your audience think about them? Do they appreciate it as much as you do? Where do you as the selfie-sharer, draw the lines of quality and quantity? How many selfies can you share on your Instagram feed without seeming self-absorbed?

I chose to share a series of selfies, to explore variations in which I can define the theme within my standards of quality and how my followers react to the different versions.



61

#

Self portrait, selfie, collage, uncomfortable, cabin, hytte contemporary photography, fine art, visual art

Day Thirty-two



Kaleidoscope

Water- waves- the smell of sea- the soft texture of sand. Bikini- colorful bikini- the hot sand sticking to the fabric after a swim in the sea, -water- rain. The print every heavy raindrop leaves on the soft sand- Touching the cold sand after the rain has made it wet. How it sticks to my fingers and goes underneath my fingernails. I bet it smells like the ocean and rain- No it doesn't. It just smells like wet sand- because its manmade sand. Its probably plastic and pieces of broken ceramics and asphalt factory made into sand- sand in a box- a sand box- a box full of fake sand for the children to play in.

Log: Thursday March 13th

Kaleidoscope is one of my first photographs that I wrote a text for. In this post the text builds on the information we gain from the image and transcends. I use the image as the starting point of concepts that provoke associations after association, until eventually I come back to the image to complete the circle. To give a better visual experience, I reposted the post -after the sixty days of sharing were over- where I left the photograph in the original format, as an alternative to cropping to fit the Instagram square. At the end of this post, I invite the viewer to read the full text on my blog.



29

#

contemporary, photography, sand box, text art, installation, fine art, visual art, kaleidoscope

Day Thirty-three



Backfire

Log: Friday March 14th

Updating my blog has been set aside due to lack of time in the last months. This has troubling given that the address is viewed on my IG profile and I have had a small but regular audience on the blog. To make better use of my blog and reach the same audience while I only update one network, I connected my Instagram to my blog today. Now the last four posts on my Instagram account are viewed on the home page of my blog. This consequently means that the viewed posts will change as I update my IG feed. This way those who visit my blog, and don't find any new updates are directed to my profile on Instagram and can follow my work there instead.



34



1



Backfire, drawing, painting on paper, painting, fine art, visual art, contemporary drawing

Day Thirty-four



Selfie 0.2

She was Strong,

Carless

Silent but angry.

[Series: Selfie]

Log: Saturday March 15th

Today I shared a piece from a series of photographs I took of myself, hanging around a small apartment in Cologne. When I painted myself and enacted a strange, silent and negatively loaded character. It was a state of strong non-aggressive but angry behaviour, which the character demanded, and I carry it out without questioning or reflecting on my actions.

It was defiantly a performance of some kind, or perhaps part of it. Only for myself, for the duration of three or four hours, in a spring afternoon. I was preparing to apply to an art education in Cologne. It never happened, I didn't get in, but I didn't know that at that time. It was an extremely stressful period and that's when the performance happened. Then it happened again in a different form a few months later that year in Frankfurt.

For the first enactment, without looking I drew lines on my face and neck with a red lipstick. I didn't have access to any other paint. Then I looked in the mirror and didn't recognize my own gaze. Instead I saw two angry eyes looking back. I had transformed. Let's call her Agas. She had a lot of strength in her presence. She acted with carelessness and confidence. She rubbed the painted lines on her face around, until her whole face was red. Everything was neutral and insignificant and therefore a scene ready for destruction; a playground.

I observed her uneasy gaze and photographed to document what was happening - emotionally- through the character's persona. It may seem strange that the same person acting also documents the process, but I believe the emotional state the character was experiencing could only be documented from her(my) perspective. Considering there was more an emotional and mental state of mind and only few subtle actions to document, the presence of a photographer would have been distracting and inconclusive.

What can Instagram users take away from this post? The photograph in itself has an aesthetic that can be interpreted in different directions. The few words of text attached only give a short emotional reference and perhaps a direction to an interpretation. Perhaps the usual selfie-taker experiences this post as too elaborated, too staged.



33



2

#

Selfie, self portrait, red lips, black eyes, disgust, anger, fine art, visual art, contemporary photography

Day Thirty-five



Selfie 0.3

[Series: Selfie]

Log: Sunday March 16th

An Abstract painting is a less known form of Selfie for the usual Instagrammer, as most selfies are photographs taken with the front camera on our smart phones. In this post however I am here referring to self-portrait as a representation of emotional or mental self. This one I believe can also be a representation of an experience of self in a period in time.

This work was inspired by Daniel Wegner, – philosopher and professor of psychology at Harvard University- who published *The Mind's Self-Portrait* in 2003 where he discusses the topic from a scientific perspective. In Neuroscience and as a part of psychology, the topic of self-portrait of the mind has been vastly discussed. Wegner explains that every human the mind creates a self-portrait based on how “is thinks it operates” (Wegner, 2003 p.1). Apparently the mind examines our actions based on a key principal; that it is a will initiated act. This conscious act as a product of the thought is then processed to help build the self-portrait.

The mind examines the world inside us to take selfie of the self. The Selfie painting today - although not as logically executed, as the self-portrait the mind builds- is an attempt to create a visual image of how I experience the self. I did not examine my actions in order to paint the work but I focused on my emotions and intuition and my experience of the self, through the process of creation.



Selfie, self-portrait, drawing, painting on paper, painting, fine art, visual art, contemporary drawing

Day Thirty-six



Selfie 0.4

[Series: Selfie]

Log: Monday 17th Mars

This Selfie is different to the one shared yesterday. The photograph is from the documentation of the same performance that took place in cologne, however it represents perhaps a more familiar type of self-portrait. It is the documentation of the photographer by the photographer, showing a part of the process including the tool and the subject of the work in the frame.

The aesthetics in this work perhaps gives the audience a feeling of witnessing a process from behind the scenes. At the same time the camera lens could seemingly be pointed at the audience or give the illusion of a second photographer's presence.



26

#

Photography, warrior, cannon, selfie, self-portrait, me, fine art, visual art, contemporary photography

Day Thirty-seven



Input, Output

Open

Receptive

Easily influence

Log: Tuesday Mars 18th

After finishing a drawing while watching the movie *The Hitchhiker's Guide to the Galaxy*, I realized I had been strongly influenced by the environment the drawing was produced in.

In the movie the character of Arthur Dent is abducted to other planets to experience otherworldly adventures. Dent who is unexpectedly taken away in his morning robe and pajamas, constantly is reminded to put away his skeptical attitude and be open to the new world to be able to solve the absurd problems he and his companions meet along the way. Amusingly I found that I too was open to new environments- referring both to the movie and to the surface of work area in the photograph- hence the text attached to the post.

Open

Receptive

Easily influence

The experiment in today's post is angled again towards the text, and how to present it in a user-friendly manner. Shortening the text and using keywords to bring the message across, I aim to higher the chances of it being read by the impatient instagramers.

♥ 34

input, output, open, receptive, fine art, visual art, drawing, contemporary drawing, contemporary photography

Day Thirty-eight



ZickZack

Come out

Come down

Fade out

Be gone.

Log: Wednesday Mars 19th

Monitoring how my followers rate different posts, I can see that there is a bigger audience for my drawings than photographs. Today however, I will continue with posting a photograph, and a short poem-like text. I try to communicate restlessness and stress with this post, which I believe will speak for itself. There are new art related hashtags today on the post; post card art and mail art. Both tags are used to show decorated envelopes and letter paper, but also pieces of fine art including to post cards and mail.

♥ 28

Zick zack, fade, fine art, visual art, contemporary photography, contemporary art, post card art, mail art, jump out, window

Day Thirty-nine



Læmpa

Happy Spring!

[Series: Diary]

Log: Thursday Mars 20th

The post here shows a spring day through a window, including reflection on an oil lamp. Interesting enough Læmpa, the title of the post, is the translation of Oil lamp in the dialect of my hometown in Persian. In Iran the new year is celebrated on the twenty-first of march, to clarify the text following the photograph. I used related hashtags such as #Nourooz to especially reach audience who also celebrate this day.

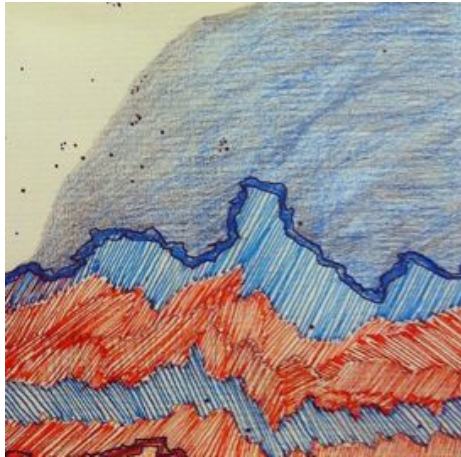
An Instagram gallery by the name of Art Boost became a follower today. This online gallery declare n their Instagram profile that they are a “Scandinavian, community based, online gallery”. On their website they state that they are an open platform for purchase of art directly from the artist. Art Boost found my profile through the hashtag #Oslo based artist, which I have used on earlier posts, outside this project.

♥ 14

Eidenorooz, Norooz, Nowrooz, happy spring, happy new year, Nowrooz mobarak, lamp, oil lamp, fine art, visual art, contemporary photography

Day Forty

Started this today



Strange days call for intense colors.

Contrasting opposites, contradictions, shadows, dots and lines all together. I think about manipulation and how it sneaks up on you. I think about distance; being apart and always feeling one another. Revenge; the warm and the cold side. And carelessness in stages.

[Series: Process]



41

Project, process, progress, fine art, visual art, contemporary drawing, contemporary art, painting on paper, water color pencil, ink on paper, illustration, graphic, text art, text as art, drawing

Day Forty-one



Process

The blue called for balancing warmth and that's what it got. Now the half planets push each other like the idea that started it indicated.

I have a bad feeling...

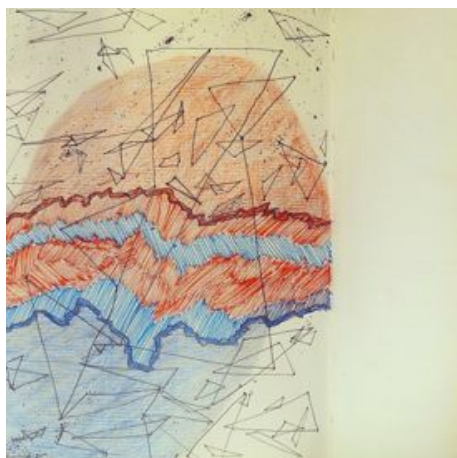
[Series: Process]



37

Project, process, progress, fine art, visual art, contemporary drawing, contemporary art, painting on paper, water color pencil, ink on paper, illustration, graphic, text art, text as art, drawing

Day Forty-two



Process

Clearing the mind for new energies.

Peeling the dry skin off and so on.

Talking to myself so I don't get bored, lonely or empty.

Triangles calm me down.

[Series: Process]

♥ 38

Project, process, progress, fine art, visual art, contemporary drawing, contemporary art, painting on paper, water color pencil, ink on paper, illustration, graphic, text art, text as art, drawing

Day Forty-three



Process

Safety insight.

Disgust is a sign on comfort.

Being too close to something- so close that it repulses.

Toomuchness is sickening.

I'm reaching the I-don't-like-this-painting-anymore point.

[Series: Process]

♥ 42

Project, process, progress, fine art, visual art, contemporary drawing, contemporary art, painting on paper, water color pencil, ink on paper, illustration, graphic, text art, text as art, drawing

Log: Friday March 21st, Saturday March 22nd, Sunday March 23rd and Monday March 24th

Process happens in different stages, depending on the medium I use to execute and develop an idea. With this series of posts I wish to make the course of the drawing more clear. Not explaining or interpreting what it could represent but simply point out what needs to be processed from my part parallel to the progress of the physical work.

There are always the practical decisions of course, on thickness of line, where to place the objects on paper, what color to use etc., but simultaneously there is also the emotional shifts and turns that goes on below the surface. I wish to document the process and communicate the more hidden parts while hopefully avoiding taking complete control over what the audience experiences from these posts.

The texts that accompany the drawings in this series, also function as a short logs because of how they illuminate some of the thought process behind. Here I share the reflections as they evolve together with the changes that accrue to the picture. Perhaps by sharing how the idea made me start and develop the work, I reveal more of the mental and emotional process that happens before and during.

Using the same hashtags on all posts I hope to maintain an assurance that approximately the same group of viewers will come across the series of posts. This way perhaps I will get more accurate and comparable results. The aim is to share a process with the of the work with a loosely fixed audience and I believe based on the counts of likes –about 40 likes each – that I have achieved that. I believe that within this series I communicate feelings and thoughts that an audience of art usually is excluded from. Although a lot can be read from the aesthetic choices an artist makes which are visible in a final product, here an audience that may not be familiar to the knowledge and experience that is needed to read such visual texts is as well included.

Day Forty-four



Closet

Get in the closet...

Log: Tuesday March 25th

The post inspired gibberish conversation between two users, whom responded to the text attached to the post; “Get in the closet...”. This was a positive but surprising result that could be an effect of the short length of the text. On mobile view, the image, the title and the text can be seen simultaneously. This could result in an efficiency that makes readability more natural for the mobile app users. On the other hand, the text is short, light and especially open. These causes altogether led the way to an effortless participation for the users, who connected the text to associations of their own. They were provoked to share those associations and engaged in conversation with me.

♥ 24

💬 11

Closet, Skap, Closet prayer, fine art, Visual art, Contemporary photography

Day Forty-five



Coke

Broke and hungry we came to his place, near the clouds. We had eggs. Washed that down with coke and a cigarette, then I buried my head in my screen and he in his. At times we chatted at each other from far. It was a pleasant day

[Series: Diary]

Log: Wednesday March 26th

As I was drinking the last drops of the Coca-Cola in my glass I had to stop. I pulled out my iPhone, placed it in the opening of the glass and snapped a photo of the reflection. The words of the text above were constantly occupying my thoughts, although I was there in that apartment, experiencing that moment, I was also present in a distanced position observing the experience.

♥
#

29
coca-cola, coke, glass, reflection, fine art, visual art, contemporary photography, count down to deadline, 27 days left, thesis

Day Forty-six



Private

We would come back from school and have a life together, almost everyday. There are some things that never go away; like the presence of a soul up close.

How ever the hell that ended...

[Series: Memory Flashbacks]

Log: Tuesday March 27th

The more this process moves forward, the more I feel the lines between life and art are fading. The photograph today is a fracture of a memory, that -as it happens often lately- started flashing before my eyes this morning. Why do flashbacks happen? Is it a smell, a taste of a sense of time passed?

Similar to my approach in the other works in Memory Flashbacks, I aim to include the viewers into a sequence of my memories. I wishfully anticipate they get a sense of that sequence in time.

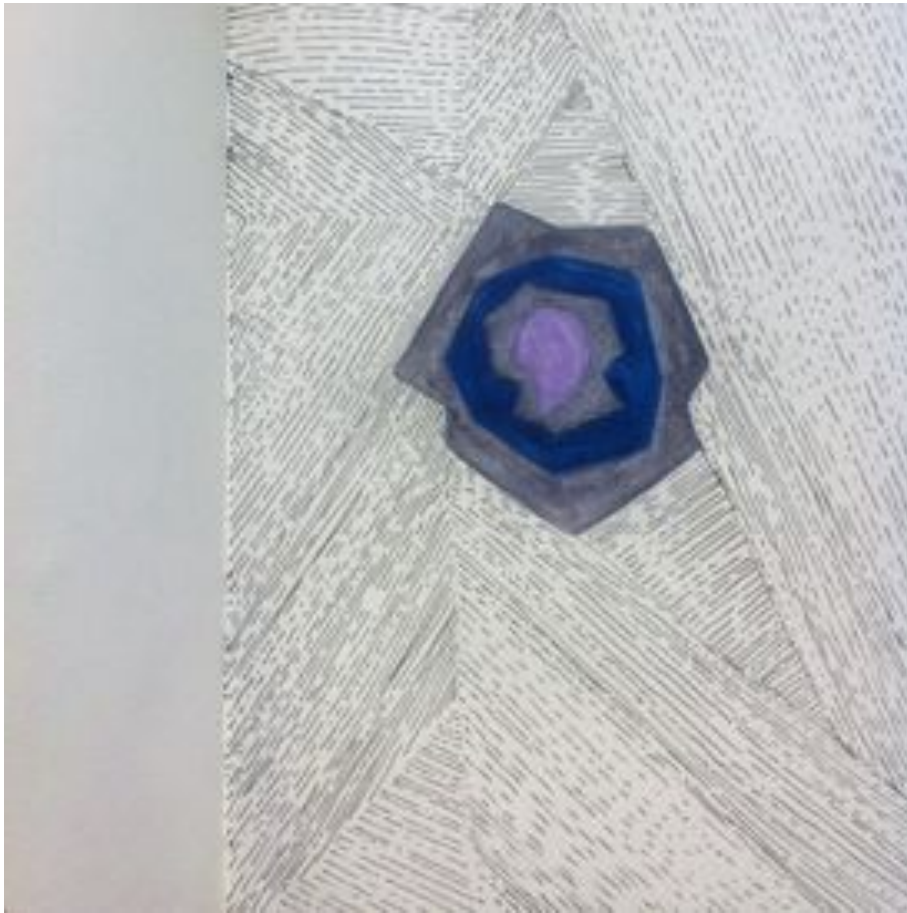


22

#

soul, upclose, things I cant forget, private, memories, flash back, fine art, visual art, contemporary photography, everyday art

Day Forty-seven



That Way

Log: Friday March 28th

To control the variation of the visual content of the profile, I shared a more graphic drawing today. Although I usually avoid perfection when drawing, – an expression that comes hand in hand with graphic- this kind of works still appear in my sketchbook from time to time. I posted the drawing without text today because I wanted to leave the experience of the work completely open for the audience. The title also in intended to be open and not to direct the viewer's attention.

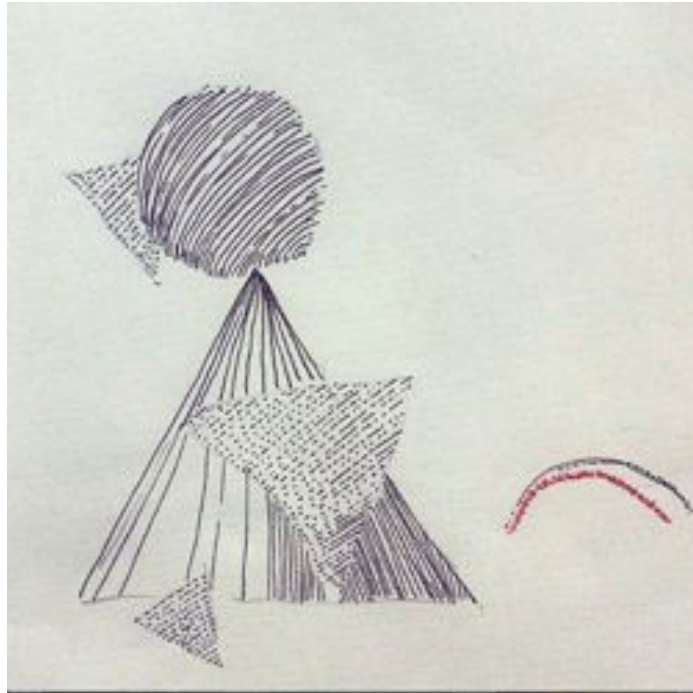


48

#

Illustration, Line drawing, painting on paper, contemporary drawing, fine art, visual art, connect the dots, Artist-sharing

Day Forty-eight



Hipster Reality

Log: Saturday March 29th

A simple drawing of geometric shapes and an open to interpretation title, is also the result of today's work. The graphic shapes that are a part of today's popular fashion- and interior design trend are attractive motives for drawing. Although I think the satisfaction from the work is because of the influence of the pop trend on my vision, I choose to let it happen.

The fact that this aesthetic is popular in our visual culture at the time, is perhaps the reason why this drawing reached thirty likes after only one hour. The network evidently responds well to commercial, simple aesthetics. But this should come as no surprise, since this is also the fact in the society, outside this virtual world.

♥ 49
Hipster, reality, geometric, graphic, line drawing, illustration, drawing, fine art, visual art, contemporary drawing

Day Forty-nine



It's broken but

Lets not talk about it,

it's better to pretend. [Series: Process]

Log: Sunday March 30th

Finally this paining is done. The process, which was documented a few posts back shows the progress and how the work developed. I still don't feel satisfied with the work but I decided to leave it aside at a time It seems as close to finished as possible. This version of the painting is by far the most favored post from this series with fifty likes, although it has a few hashtags more than the other posts. I tried a new variation of text with the post today; the title is a part of the text only placed in the title position. Title reads "Its broken but", which automatically indicates that there is more to read. I will try this technique more often to see how the response is.



51

#

pretend, broken, hipster talk, triangles, project, process, progress, fine art, visual art, contemporary drawing, contemporary art, painting on paper, ink on paper, illustration, graphic, drawing

Day Fifty



What did you sing in the shower today?

I've been workin' this graveshift
and I ain't made shit
I wish I could buy me a spaceship
and fly past the sky
- Kanye West

Log: Monday March 31st

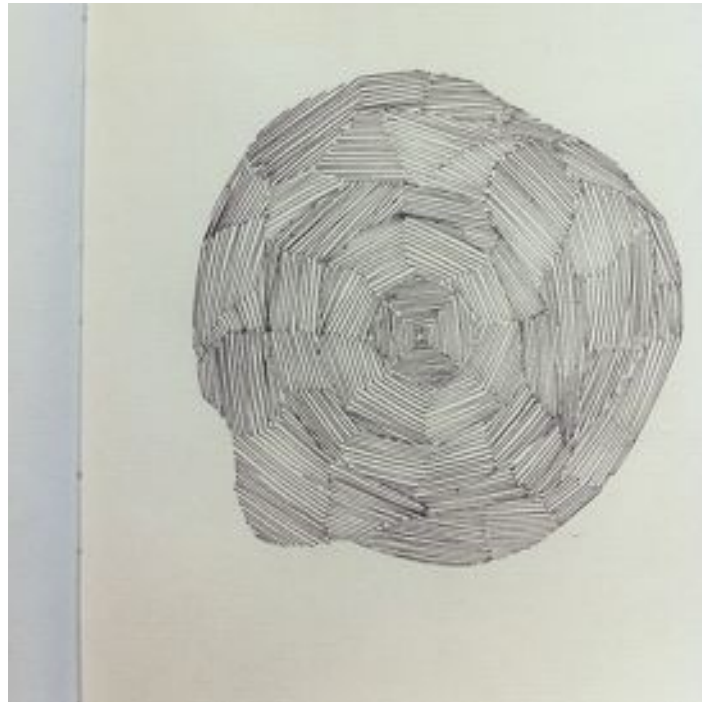
I start the text today by asking a clear question. "What did you sing in the shower today?" Further I continue by sharing what I sang in the shower. Unfortunately I don't seem to have what is needed to provoke participation in my audience with these texts. Perhaps my followers are not in the habit of participating, but then what about the rest of the users who find my pictures through hashtags? I am not asking the right questions, which only means I need to keep trying to find a way to direct the Instagramers to reply.



#

24
spaceship, shower , singing, Kanye West, fine art, contemporary
photography, visual art, sing

Day Fifty-one



What happened is not logical or easily explained

it just ended. Now lets watch a movie without: Jelly, chocolate cake, coke, candy sugar in general, bear, shots, drunkenness, cute cats, dogs or babies, mussels, beards, ice hockey, running, jogging, protein shakes, cigarettes, steaks, burgers, serials, food in general, labor related discussions, rock, pop, dancing, high schools, heavy metal, black nail polish, ear piercing, kind eyes, understanding, smiles, respect or romance.

[Series: Contact]

Log: Thursday April 1st

When sharing a text together with a drawing, I can't help but feel that the image should imitate, or function metaphorically towards it. However the text today, was written before the drawing was made, to keep the text attached to what I wanted to express and not an expression according to the drawing. To motivate the potential readers to day, I used a part of the text as the title.



51

#

broken, love, suger, lines, line drawing, drawing, contemporary drawing, fine art, visual art, ink on paper, illustration, text art, text as art

Day Fifty-two



I would

I got drunk. I never get that drunk. We went dancing.

"I can't do well when I think you're gonna leave me but I know I try "

Then there is a gap. We walked home late. You held my hand. Then helped me undress and put me to bed. Do you remember?

[Series: Diary/ Memory Flashbacks]

Log: Wednesday April 2nd

I repeated the writing technique for yesterday, I wrote the text first and then I chose the photograph. It was inspired by an idea to try to provoke friends who would benefit from the network to join Instagram.

The text of I would is written, thinking about an evening spent with a specific friend of mine, whom today becomes my main audience. I chose a photograph, which I thought, was fitted for the theme of the text and shared the post both on Instagram and on Facebook. Knowing that she would detect the piece on Facebook and understand the text was directed towards her, I was sure this would give results, and it did.

She contacted me after a few days asking about the post, Instagram and how it functions for my art. Before the conversation ended, her profile on Instagram was up and running. Shortly after that a few other friends following the trend, joined the network as well.

Although there are different purposes to which we use our profiles for, the majority of the users on IG choose to show their artistic side to their followers. This is also the case of my friends who newly joined Instagram, and it is rewarding to see them in the creative light.

Here I experience that it is difficult to categorize this post in a series. In the text I explain an even that happened in the past. Usually this reason alone would be enough to choose Memory Flashbacks. But this time I am not using the relevant photograph, additionally the post is made not because I got a flashback, but to attract a friend's attention, this I believe qualifies the post to be in the Diary series.



35



Memories, remember, gap, drunk, Italy, miss you, Pizza, travel, text art, text as art, fine art, visual art, contemporary photography, contemporary art, I see you every where

Day Fifty-three



b b but

She is staring at me from a distance which just seems too long to bear. I take a step towards her. I'm walking on water though something heavy sticks to my feet. I can't take my eyes off her long enough to check what it is. By the time I take the fourth step I can barely walk. She shakes out of her hypnotizing pose: "don't come any closer! it will be impossible to go back!" while her legs transform into a fishtail...

Series: Dreams

Log: Tuesday April 3rd

I find these insertions on fictional content refreshing to the feed. The photograph above alone has a dream-like appearance, but together with the text, it becomes slightly surreal. The text of this post belongs to the Dream series, but I have doubts if the photograph would produce the right meaning in the same framework as the series. Perhaps this work is better presented alone; possibly therefore it functions within the context of Instagram.



31

But, fishtail, trap, hypnotize, mermaid, fine art, visual art, contemporary photography, text as art, text art

Day Fifty-four



I got a Letter

I got a letter from a mysterious man. He tells me about his days, his thoughts his ways. He reminded me of how we met; in a bar 3 years ago. I remember a shadow, he was tall and thin and a biologist.

[Series: Contact/Diary]

Log: Friday April 4th

Another categorization issue comes up in this post. The content, which is about relationships, also is an event that happened on today -on the day of the posting-, therefore it could both be categorized under Diary and Contact.

Three days later On the 7th of April, I realized that the sender's full name and address were completely visible on the post. This incident, is something I should have played closer attention to before the post was published. This information was overseen because of the exchange between realities – the virtual and the actual one-. Once again I am reminded of the direct connection of this online community to reality.

I deleted the post and retouched the sensitive information, and reposted the work. The first posted work, although had already been viewed and liked by 28 users, was to my surprise rated again with 23 likes.

A quick look through Statigram shows that there are a few of the same users who liked both posts, the majority however was new users who found the work through hashtags. This is an interesting discovery because if the same person were able to rate a picture by a more complicated system than likes, rate results of popularity of a post would be more accurate, and it would be more beneficial for this project. On the other hand the Instagram is one of the most favored social networks because it is user-friendly not because it is accurate.



23



Letter, mystery man, shadow, biologist, from Germany with love, miles away, text art, text as art, fine art, visual art, contemporary photography

Day Fifty-five



Dandelion-
Make a wish

Log: Saturday April 5th

I wish for time to stop. Or fast-forward. So I can either have more time to finish this project, or be in a time when it is all behind me. I can tell you that because the wish is not going to happen, well actually the fast-forward part will, in time. I wonder if there will come a time when I wish I were here, where I am now.

I chose the photograph for today's post, because dandelions represent hope. I believe it is because of the fragile nature of the flower. They represent joy, spring, and summer. They symbolize time and the idea of time slowing down. And last but not least they call for wishes.

The text reads, "Make a wish". This is an open invitation for any viewer to make a wish. I am not asking them to tell me their wishes, but simply provoking a thought in their minds.

♥ 28

Wish, make a wish, time, dandelion, hope, chance, fine art, visual art, contemporary photography

Day Fifty-six



Choose

The doorbell is ringing. I open the door and there stands a cat in a suit. I wake up by the sound of the doorbell ringing; I go to open the door expecting Mr. Cat. Instead he stands there with a flower in one hand and a gun in the other. „Choose,” he says.

[Series: Actually Optimistic]

Log: Sunday April 6th

Actually optimistic is the title of the fictional text that is attached to the post today. The full text is available on the blog, although I have chosen not to mention that in the post. The reason for that is that I wish to add visual imagery to different parts of the text before I share them with my followers on this network.

Today I have paired the story with a photograph inspired by Edvard Munch’s *Scream*. The two components of this post, each with a strong expression, tell a story of frustration and choice.

♥ 36

Choice, balloon, doorbell, cat in a suit, text art, text as art, fine art, visual art, contemporary photography

Day Fifty-seven



No Diving

Log Monday April 7th

How do we choose our actions? How do we evaluate the pros and cons of a decision? Referring to personal freedom and choice- in a whimsical manner- the image illustrates the opposite action indicated in the title. I mean to provoke a comic reaction with this post that will communicate the topic in mind across to my audience, with a light approach.

For recruiting audience outside of my network this time I hashtag oil pastel and pastel on paper to attract artists working with the same material to the post.



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No diving, dive, swim, drawing, contemporary drawing, fine art, visual art, oil pastel, pastel on paper

Day Fifty-eight



Choose he says

Why do I have to choose? What is behind his choice? Is it good for me? What is good for me?

[Series: Actually Optimistic]

Log; Tuesday April 8th

Continuing the text Actually Optimistic I illustrate the emotions arising from the text in a drawing. The 'noise' in the image, created by the lines of text in the page before, reflect the emotional disturbance that comes with weighing choices.

I use the same hashtags as the previous post in this series, aiming to reach approximately the same audience group. In addition I tag the post with related hashtags to what is viewed in the drawing.

In the comment section of the post, there was a new user who asked me to have a look at her Instagram and started following me. This was a flattering surprise to me, because although the users profile had no relevance to my work, she wanted my opinion on her posts. I replied by commenting on a picture on her profile.



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Choice, Sophie's choice, decisions, storytelling, text art, text as, art, what to do, drawing, illustration, wall, fall, fine art, visual art, contemporary drawing

Day Fifty-nine



Never mind

It'll be fine. Just work nonstop for a week, then proofread it and have some other people look it over before you send it to print and hand it in on 22nd. It will all happen perfectly and you will pass... Right? And if you don't, there is always next year...

[Series: Diary]

Wednesday April 9th

To share my artistic feed with a more art related audience I found a few profiles on Instagram who choose and share artworks from different artists on their page. The purpose of this type of virtual gallery is to feature artist on Instagram and introduce them to new users. Usually they ask you to return the favor by either following or liking a number of their posts.

Finding appropriate virtual galleries suited to my art is not an easy task. Most of these galleries feature craft and technically realistic or photo-realistic works that reach an extremely vast audience.

Arts_help is an Instagram art featuring profile that has over twenty-four thousand followers. A realistic drawing of the actress Angelina Jolie on this page, for example, is liked over eighteen hundred times and growing. However, I submitted some of my drawings to more appropriate art featuring pages to have chance at getting featured.

In today's work I express some of my concerns related to the process of this thesis. With sharing this information I attempt to show my followers an important aspect of my life right now, which I have not directly mentioned earlier. I use the hashtags to reach like-minded users as well as perhaps other master students in the same situation.

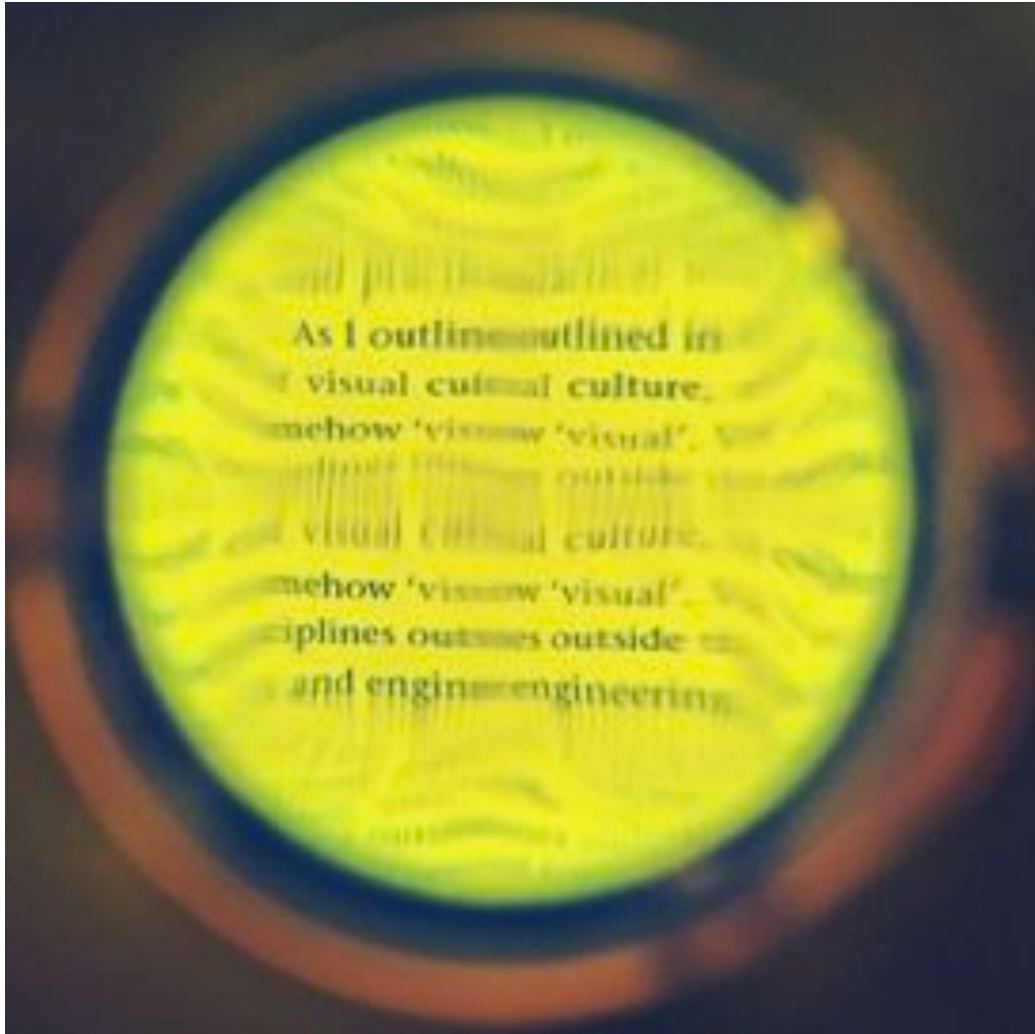


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MA, master thesis, masterprocrastinating, procrastination, fine art, visual art, contemporary photography, text art, textas art

Day Sixty



Day LX

Any experience, action, artifact, image or idea is never definitively 'just one thing' ...

Log: Thursday April 10th

Today is the last day of sixty days of posting. It feels unnatural to reach this point because although it was difficult at first, eventually it became a habit to prepare for the next day's post.

However there is still work left on the theoretical frame, which is what is presented in the post today. The image is a blurry view of a text through a magnifying glass, and the text is a statement borrowed from Sarah Pink's book on visual ethnography.

Although it is not noted on the post, the work can be categorized under the series Diary. This post completes the circle. It shows what I have been working with on the theoretical part of the thesis, which now leaks through to the work, and being written about in the log. The audience is of course unaware of most of the information above. Nevertheless I believe there are other possible ways to interpret the work and connect the text to the image.

I used a few hashtags to reach the master students who are also posting images of their process on Instagram. Additionally I referred to Sarah Pink by hashtagging her name instead of in the text underneath the image.

♥ 27

Day 60, last MA posting, focus, theory, Sarah Pink, thesis, masterprokrastinering, fine art, visual art, visual culture, contemporary art, close to the end

Afterthought

Instagram as one the most favored online photo-sharing communities connects users from near and far corners of the planet. The hashtag system within the network brings about a new meaning to archive and makes searching within areas of interests rather effortless. Artists working in all medium share their products with their followers everyday and get feedback and support on their work from the community.

The distribution of artistic practice on Instagram, though challenging at times has been a rewarding journey both as method of research and for the process and products of my artistic practice. I have shared single- along side series of work on my profile, aiming to view different sides of my creativity and personality. Through out the process I have promoted my work and obtained valuable connections in form of followers whom can be categorize as the audience of my work.

The main obstacle in this process has been the distribution of text as artistic product. I have experimented different methods of sharing text together with the image. However I do not entirely accuse the network for this difficulty in communication, for although the challenge exists, integrating text in the same frame, as the image is an alternative I have yet to explore. Although executed in two posts, I have deliberately eliminated that option from my process to clearly distinguish between image and text. On the other hand, I imagine in time I will find the right audience for this type of textual work. I will continue experimenting on this area to find the right method to share my texts with the Instagramers.

Aiming for emotional democracy in on any topic in our society is a difficult goal to suggest. Although the politics in arts are customized to the contemporary culture, there will always be those excluded trying to push their voices though, demanding democracy and inclusion. It is always challenging to govern our emotions in a democratic way through different areas of life and in this case in the encounter with the arts. Through this project I have explored different ways of distribution of artistic products within Instagram that perhaps provoke thoughts on emotional democracy. There have been attempts to explore the

boundaries within which viewers interact with the artistic products. How the followers, and the viewers in general on this network have responded to images and texts distributed through out the sixty days has challenged me to consider new ways of sharing. In addition I have considered the frame of Instagram and the profile as a whole, during the distribution.

In this thesis I have aimed to share my process as an artist within the virtual community on Instagram. Since the beginning of this project in January new users join my circle to follow the process everyday, which through constant work and extensive networking are close to three hundred followers today.

Eventually the beneficial turn of the global networking has motivated and provoked a practice that has allowed me to explore Instagram as a platform for artistic communication. Finding artists who can be inspirational to my process has become a constant occupation, and even more rewarding is the experience of being 'found' by other creative individuals or institutions.

The process of creating can be holy, painful, fun, scary, depressing, exiting, heated, irritated but most importantly essential for creative individual's mental and emotional health. All challenges aside, it's a change for the better to share that process with a like-minded community and enjoy it more.



Work by : Tony Ciampa @emolabs

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