

Pix R Up

2017

240 x 240 cm

Print on wallpaper

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Pix R Up from the billboard exhibition *Pix R Up* at Sydhavns Station suggests exactly this, that pictures are, indeed, up. And we all know they are. After all, it has been some time now since they were not. With this both overtly clear but also somewhat abstract statement a mark is being set. Between a time when pictures were not, and a time where they are and have been, up. What does this mean? And why are the pictures *up*, in the first place? Are the servers they reside on somehow located higher in the landscape? Without actually knowing this for a fact, I think it is fair to state that servers in general are located both beneath, at the same level and higher than humans beings. So the term must be referring to a more symbolic meaning. Why then, are pictures located above us, if not for topographical reasons? According to Merriam-Websters dictionary the first known use of the word *upload* was in 1977, but it doesn't comment on the meaning of it. I have searched through the internet for an etymological account of the term, but with no luck, as of yet. As if the net itself has no consciousness of spacial parameters.

When it comes to images maybe the term *up* in relation to human bodies is adequate because they are watching *us* more than we are watching *them*. Like a drone in flyby. We are constantly being watched by the pictures that are up and above us, knowing more about us than we know about them. Being beneath pictures in this manner also means being in a state of immersion or even in the process of drowning. Trying to escape this overmatchedness just drills us deeper and further into the quicksand of sharing; there are always more pix than clicks. Clicking faster just asserts this reality to an even greater degree. Thus, outnumbered and outsmarted, we drift towards the edges of attention and into a state of cockeyeness. Meaning, we are not only being watched, we also look stupid in the process. The stupidifying gaze from upped pix manifests us as a thing amongst other things in the internet of things: rather than us utilizing the internet, the internet seems to be calling upon us.

And looking away is not a real option. Pix are still up, even if you decide to blind yourself with something else than screen glare. Like campfire smoke, for instance. At one point or another, you must again rely on pix rather than on smoke signals. And at that point, you will find that pix still are, and have in fact been, up, all along.



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