

*Pix R Up*

2017

Print on wallpaper

240 x 240 cm

Open edition, dimensions variable according to billboard size

Billboard exhibition @ Sydhavns Station

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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, of course, we know them to be. After all, it has been some time now since they were not. With this both overtly clear yet somewhat abstract statement, a mark is being set – between a time when pictures were not, and a time when they are, and have for some time now 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 knowing for a fact, I think it's safe to assume that servers, in general, are located beneath, at the same level as, and higher than human 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-Webster's 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 internet itself has no consciousness of spatial parameters concerning its own anatomy.

When it comes to online images, maybe the term *up* in relation to human bodies is adequate because they seem to be 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 overwhelming presence 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 toward the edges of attention and into a state of cockeyedness. Meaning: we are not only being watched; we also look stupid in the process. The stupefying 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 – reducing us to a mere function of the cloud dynamic. And looking away is not a real option. Pix are still up, even if you decide to blind yourself with something other than screen glare – like campfire smoke, for instance. At one point or another, you must again rely on pix rather than 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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