

Three tubes of paint are shown in a box. The tubes are old and have some paint on them. The labels on the tubes are partially visible and include words like "couleurs", "ra fines", "huile", "EL", "ILLON", and "CAIS".

VIRAL

PART ONE: SMART SOLUTIONS FOR ART AT HOME



VIRAL: Smart Solutions for Art at Home

installation, 12 x 1000 cm, 80 oil paintings and acrylic material on metal rail, 2020

above: installation view from the exhibition at the Victoria Square Project in Athens (Greece) in September 2020



31 MOST SATISFYING DIY IDEAS, 26 COOKING TRICKS AND TIPS, BEST THUG LIFE COMPILATION VIDEO, NA 'ΞΕΡΕΣ ΠΩΣ ΣΠΑΡΑΖΟΥΝ ΤΑ ΜΕΣΑ ΜΟΥ ΓΙΑ ΣΕΝΑ, VRAIA FWTO <3 <3, CUTE ANIMALS THAT CAN MELT YOUR HEART, 20 ΑΠΙΣΤΕΥΤΑ FOOD HACKS, GEORGE FLOYD'S DEATH SHOWS THE POWER OF SOCIAL MEDIA, Η ΣΚΛΑΒΑ ΣΟΥ ΗΜΟΥΝ Η ΣΚΛΑΒΑ ΣΟΥ ΕΙΜΑΙ ΚΑΙ ΣΚΛΑΒΑ ΘΑ ΜΕΙΝΩ, FOVERO ILIOVASILEMA, FADS, FAGS, BEWARE OF PITY, LIFE PORN ΚΑΙ SO MUCH MORE, SMART SOLUTIONS FOR ART AT HOME, ΕΞΥΠΝΕΣ ΛΥΣΕΙΣ ΓΙΑ ΤΕΧΝΗ ΣΤΟ ΣΠΙΤΙ.

Information and images are constantly reproduced and transmitted through the Internet as copies of themselves, having as both recipients and sharers –but without any truly active role in their spread– us. In 1964, the philosopher and media theorist Marshall McLuhan described the nature of photography in particular, and of technology in general, as potentially "contagious."

'Our current social media landscape stresses the semi-conscious nature of human subjects that sleepwalk through everyday life mesmerized and contaminated by the fascinations of their social environment,' writes Tony D Sampson, before continuing elsewhere on the subject of herd instinct.

My role in relation to this particular subject and to the work on view is that of a 'fragment collector', who, taking advantage of his exposure to web-sourced random or coincidental information, transforms the 'fragments' into a visual object, into a linguistic element of a traditional communication system, and investigates the causality and purpose of this same mutation.

The images that compose this work, clearly reproduce the fragments from which they emerged. Instincts, boredom, personal and collective memories, ideas that bring laughter or facts from our everyday reality that go beyond the speed of their consumption, "co-operate" through a spontaneous and associative way of sorting, as different causes of inspiration. Information takes shape, is being "materialized" and becomes a physical object, in order to be given time to become a tangible image and to acquire texture, with the intention of pleasing the most essential experience of human communication, that which occurs in real space and time.

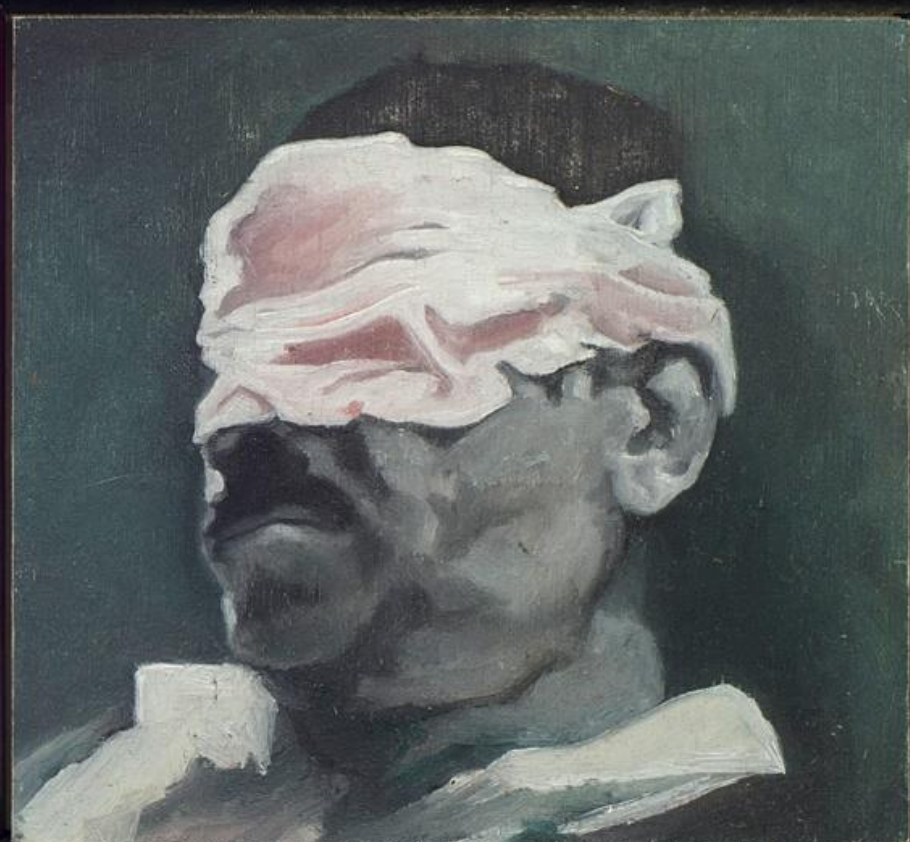
left: from the exhibition of the work at the Victoria Square Project, 2020

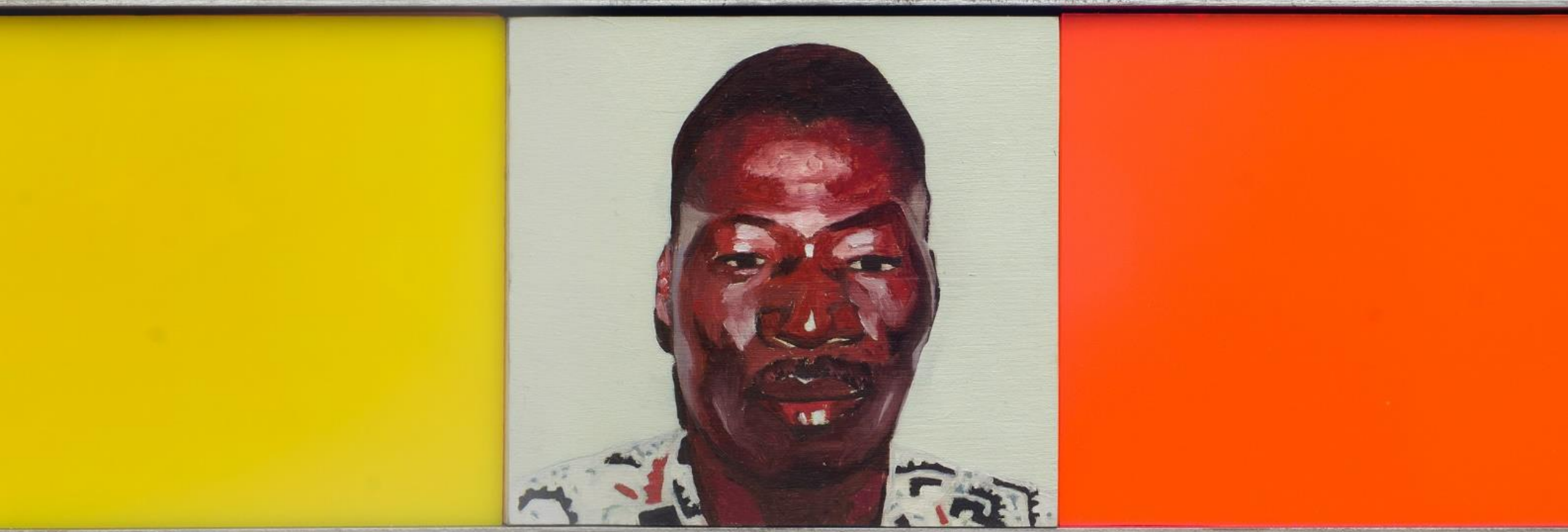


on view above: Hsu Yun, Abdullah Öcalan, Ouzmane Zongo, Mohamed Mashally, Harambe, Boris Johnson

Parts of the work have been published by *Aesthetica* magazine in the print and online *Resilience* issue of April 2020, and by *Popaganda* magazine in September 2020, in the context of a conversation with visual artist Pavlos Tsakonas on the occasion of this work's exhibition.

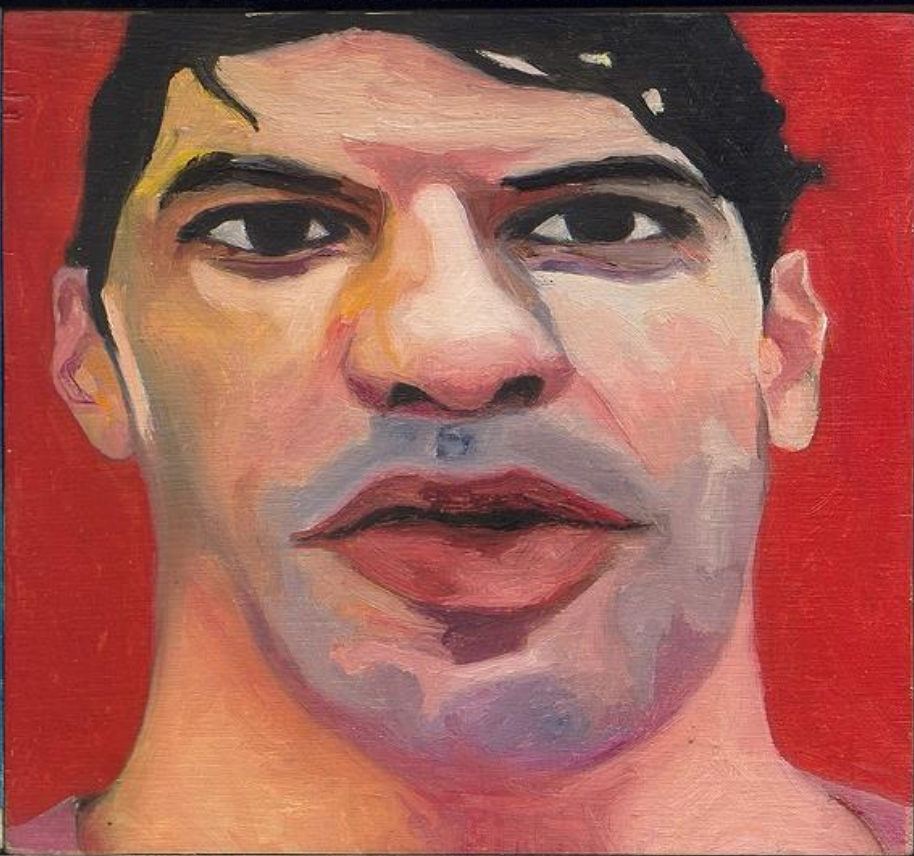
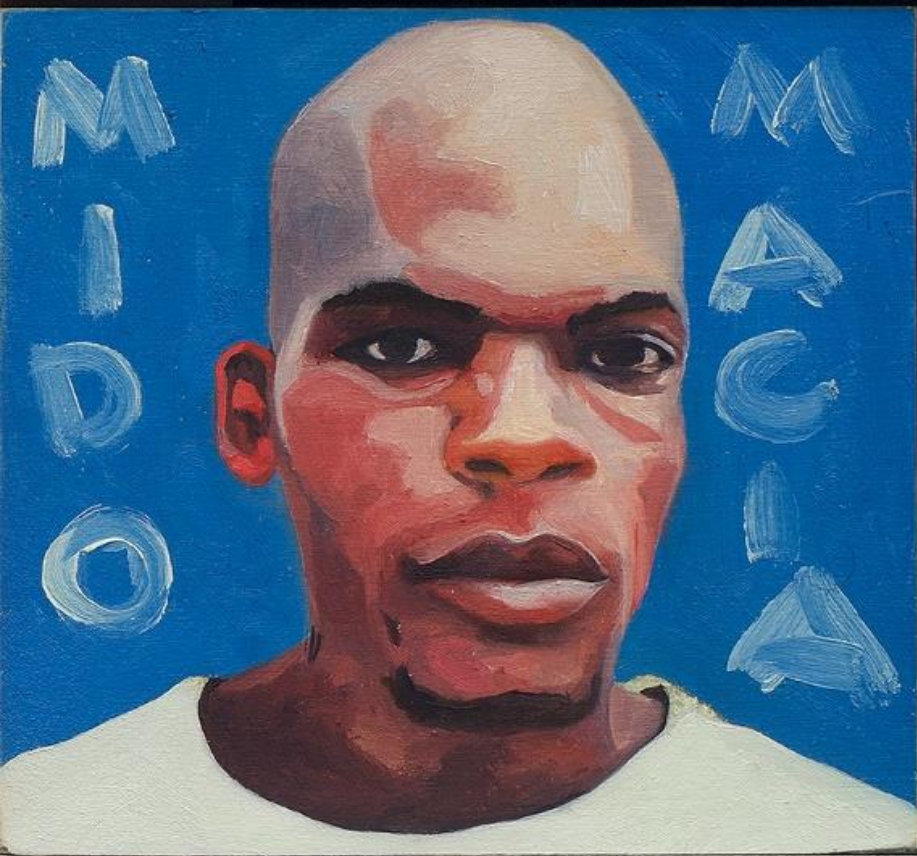
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**HSU YUN
ABDULLAH OCALAN
OSCAR GRANT III
TZENI VANOU
MIDO MACIA
ZAK KOSTOPOULOS
HRISTAKIS
OUSMANE ZONGO
MOHAMED MASHALLY
HARAMBE
BORIS JOHNSON**

**CARLO GIULIANI
FEDERICO ALDROVANDI
MARIA PAPADIMITRIOU
ANTHONY BAEZ
ERNST GOMBRICH
ALEXIS GRIGOROPOULOS
WEI WENHUA
HIERONYMUS BOSCH
P JAYARAJ
J BENNICKS**

IASONAS KAMPANIS

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PART ONE: SMART SOLUTIONS FOR ART AT HOME

Installation of 80 oil paintings and acrylic material on metal rail

oils, acrylics, iron, wood

12 x 1000 cm (variable length)

2020