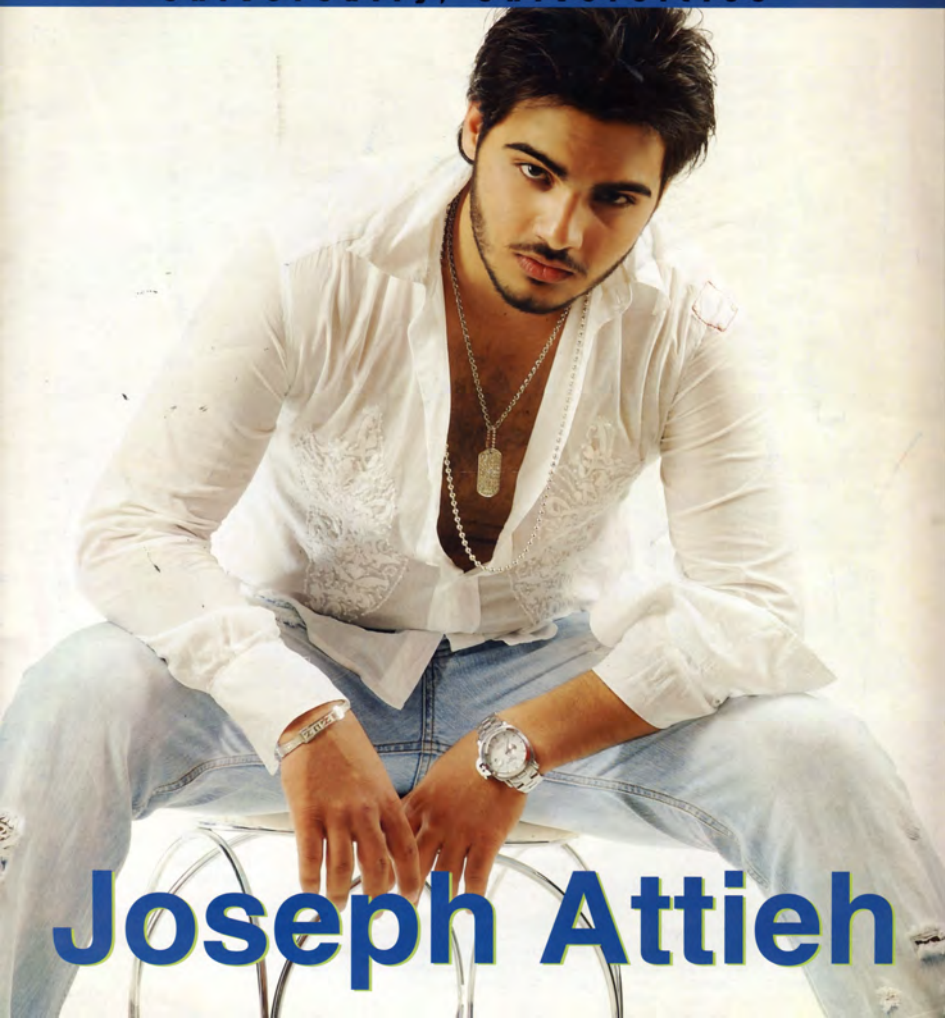


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Universally, Universities

1st October 2008



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Art by Hady Baydown



How would you describe this kind of art?

Technically speaking these cans combine sculpture and painting. Basically it is a wood log that I carve into a can or battery (as in the existing pieces) or any other shape and then brand them with a universal world wide known brand, an everyday item, I also change the brand name to convey a particular message. In other words, I try to show you the same everyday object in a new light.

What does it mean to you?

The message is what counts for me. The first one I did was the 'Duracell' battery during summer 2006, as a mood and energy booster for me. You see, during the war, energy and morale went down, work totally stopped and everything and everyone went into a bad mood. Too much negative energy floating around, so I needed something to give me balance and hope.



The battery is an object that retains energy, much like a human being physically and mentally, and sometimes you get drained. You get tired, you burn out, and when that happens one needs to recharge. This is why I branded the battery as such: Endurance is in the mind, Renewal is in the spirit, and Hope is everlasting. The smaller details on it contain phrases in several languages that talk about living your life fully, that one has to respect the polarity of things and that we are made by nature and ultimately abused mainly by our own selves...

The other pieces follow in the same manner somehow, the basic theme being that these everyday items boast bright attractive colors with messages of hope and endurance, good spirit and fun (in the case of Shagwell's, based on Campbell's Soup) with a sexual hint. These items look old and crumpled and expired, used and abused, and still they boast that positive spirit and message. The contrast here is in the meaning; the old and used still communicates hope and energy (The other type of contrast is the mixture of old and crumpled shape with solid and bright colors. Although I treat the paint and make look scratched and marred, burnt out and old, it still retains its brightness and shine.)



I think the message is mainly to myself, after passing through a tiring phase in life, one that seems dark and gloomy, physical weariness, when war abruptly comes and stops everything you're building, hope is essential.

One of the pieces is the 7up can made into Don't Give Up. Every time I look at it, it always reminds me that even if one may be tired and feels like a crumpled can, one must never give up (I even wrote a small dialogue related to the '7up don't give up' crumpled can.

Is it a personal thing or for people to buy?

It is a personal thing but I do sell them. I even work on commission, so if you have something in mind I can be commissioned to work on it.

What is the procedure?

The procedure I follow goes like this: I look for objects on the market that are strong and have been there for a long time, mass produced so that people all over the world can recognize (Coca Cola, 7up, Campbell's soup, Duracell...) The last one was the old film negative casing (Kodak) a brand that has flourished in the 60s - 70s onwards...

Next step I think and brainstorm with some friends on the concept and finding the best word/s to convey the message: strong, sharp and straight to the point, and sometimes with a comic twist. The nature of the message depends largely on the item itself and its function, and on the general mood of our times which mainly can be described as fast, consumer oriented, cheap items, low cost, replaceable, single use in many cases, short term...etc.



When that is done and it idea feels solid and right, the next step is finding the right size and general shape of the wooden log, for that I go on trips to the mountain and go 'log hunting'. I collect several of the good pieces I find and bring them to my studio where I treat them, carve into shape and finally paint.



How long does it take?

The whole process takes an average of 3 - 4 months per piece. It is a bit slow, I know, but good work takes time. Even if I were to be commissioned to do a new piece I would still like to take the same amount of time to execute because in art, as you may well know, being in the right mood and satisfying all the elements around you that help you maintain a good mood for creating is crucial. Execution time alone takes as much as 60 or 70 hours of work.

I would like to add that art in general, is the expression and communication of a feeling and or idea; a message. It can be communicated in an infinite number of ways and visual art is one of them. Painting, has always been one of the most classic ways of expression, sculpture too. In an age where image manipulation has become dominant and very widespread (everywhere you turn you see images on billboards and on your computer screen, even your phone) these wooden sculptures stand out as real 3D images, solid and you can actually touch and carry.

They are the blown up in size real 'images' of single use everyday consumer items that communicate a constant and solid message that pertains to the human soul and mind; to our human everyday existence.