The commercial single serving item. Cheap, temporary, promising instant satisfaction. Like an orgasm, a brief moment suspended in time, easily and readily forgotten.

Used and abused; consumed! What remains is an empty shell stubbornly boasting the greatest taste, the bright packaging screams at our eyes and senses, demanding attention, asking for more and more!

This work combines sculpture and painting when it's a wood log (7up, Pepsi, Coca Cola & co. Kodak, Redbull, Duracell and Campbell's.) Cutting, welding and painting when it's metal (Johnny Walker, Pepsi and Yellow barrels which open and can be used as book shelves or a mini bar.)

The message is what counts.

PLACEBO / CONSPIRACY

The drugs of our times are the ideas we buy, everything happens in the mind, ideas of instant gratification, an alternative to what makes us really happy, a placebo to the self. World ideologies, systems of rule and trade, politics, cash, the promise of fame. We become addicted to the placebos pushed into our heads everyday, anywhere we look, making of us junkies for trends and fads.

DEMOCRACY,
bought, sold and advertised like a cheap commercial item displayed on a supermarket shelf. ***CAPITALISM*** is ***COMMUNISM*** in disguise.
Advertising, mass production, mass information bombarded at us since the day we are born, thru TV and other media, ideas floating in the air, spread from mouth to ear, ambitions; the promise of life. The big life.

Stress wears everything down. Like erosion, it cuts in the rocks, it carves a path for itself, and it goes in deep. Some rocks become diamonds under pressure, but most of us get drained, worn out, tired.

Like a crumpled empty can, used, abused and consumed and yet, and yet we have to manage to remain bright, hopeful, promising and with the same great taste always charged with good energy.

This is what this work deals with. The everyday item (feeling) made better, made special, one of a kind, blown out of proportion with a positive message.

The battery is an object that retains energy, much like a human being physically and mentally. Sometimes we get drained. We get tired, and burnt out, and when that happens we need to recharge. ***ENDURANCE*** is in the mind, ***RENEWAL*** is in the spirit, and ***HOPE*** is ***EVERLASTING*** (Duracell).

We must ***NEVER GIVE UP*** (7up) and learn how to ***CUT THE CRAP*** (Coca Cola). Remember to be a ***SMOOTH TALKER*** (Johnny Walker) and learn how to ***ASK FOR LESS*** (Pepsi). That the old days have gone ***KAPUT*** (Kodak) and having fun is just a play with ideas, ***SHAGWELL'S / CUMWELL'S*** (Campbell's).

A cold sparkling beverage advertised as a depression curing drug, ***PROZAC*** (Pepsi) a ***PLACEBO*** to the mind promising happiness thru wealth , ***CASH***, ***FAME***, and power thru ***POLITICS*** and a big yellow barrel warns that ***BAD SEEDS GROW UP FAST***. The overblown in size pop out lid becomes a stool to sit on, and carved out of Mahogany wood are 2 sets of round tables and stools expressing these ideas of our times in a different light.

The contrast is between the meaning and what the shape stands for. The worn out, tired and consumed still communicates messages of hope and energy.

These items and messages reflect the state of our tired generation living in a fast world full of bad news, stress and war after war. A tiring phase in life indeed. In a world that seems cheap, fast, dark and gloomy, hope is essential.

Art is the expression and communication of a feeling and or an idea, a message. In an age where image manipulation has become dominant and very widespread, these wooden and metal sculptures stand out as real 3D images, solid and functional.

No more cheap, single use and mass produced, but long lasting, unique, and solid. Catering not to the ego, but to our better, deeper and spiritual side. One that this world of the mainstream and temporary mass commercialism has made us forget.

They are a reminder that caters to the human soul and mind redefining our human everyday existence.

HADY.13

SKINDEEP

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NEEDLES, BRUSHES | PIXELS & PAINT

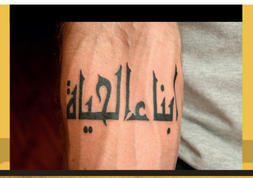
KULTURE
NEWSLETTER
ISSUE/15
WINTER|2010

FOR **FREE** SUBSCRIPTION IN THIS NEWSLETTER, PLEASE SEND YOUR FULL NAME & COMPLETE ADDRESS TO: HADY@HADYBEYDOUN.COM

YOUR ADDRESS SHOULD LOOK LIKE THIS: FULL NAME, CITY, AREA, STREET, REMARK (NEXT TO A LANDMARK), BLDG., FLOOR, PHONE NO. & EMAIL

REBELLION

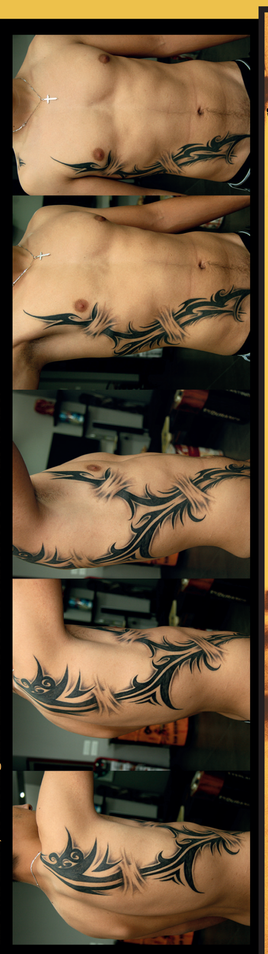
If one is not a rebel, then how can one evolve?
We are doomed to die, we cannot rebel against our own biology but we can rebel against our state of living, our condition, our state of mind.
Without rebellion, there can never be peace after the storm, and what is life without its changing seasons? To accept whatever comes is peace of mind... ***And who doesn't want peace of mind?*** To rebel is war, you might think. But it is only thru the rebellion of the volcano that the earth that is covered by lava is the one that becomes the most fertile! You say, rebellion has to be against something, and if it were not against anything you may find it pointless, and if it were directed at oneself you may find it destructive (and you're right)... so what is it?
I think it is a mover, my mover. ***A state of constant activity.*** If I don't rebel against the commercialism of everything then how can I take a Pepsi can and twist it and transform it into something else? ***Without rebellion there can be no creation of anything.*** Without rebellion against change (and rebellion is change itself!), Old age and mortality, there will be no Tattooing in this life... Tattooing as a symbol of man's will challenging his own deteriorating biology! It is the ultimate form of rebellion against what nature dictates. It is a choice of defiance against death. (Let's not go into anti-aging surgery and chemicals and science and genetic engineering and the quest for physical immortality under the title of everlasting beauty...) Tattoos are the fingerprints of the **will** of rebellion of every tattooed person. **To put a permanent mark on an ever changing body** *(biology)*... What about those who are not tattooed? Some of them sing and enter immortality, some of them dance, write, create, act, invent, raise children, save children, adopt children, help others... ***And every act of kindness becomes a state of rebellion against the status quo.***
You may ask, what about those who kill and destroy? Well, these are the ones rebelling against the status quo of their own selves and or the world. A tyrant is rebellion at its worst. To be able to touch the lives of others in a bad way and cause them harm and suffering through the tiniest of deeds is negative, but to be able to rebel and inspire, make better, put things under a different light, well,
would you refuse?



OPERATION | WOUND | BURN | BIRTHMARK | STRETCH MARKS

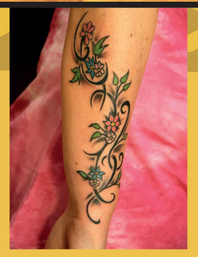
ALL CAN BE COVERED UP WITH A TATTOO THAT PERFECTLY HIDES

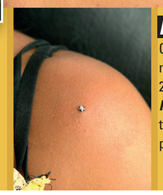
Nothing is perfect and we can't go through life un scarred. But there are some scars that haunt us, some change the way we see our selves. Scars, especially after surgery are neither a pleasant sight nor a pleasant reminder of the pain. Covering up scars and burns with art is one of the most effective ways of making us feel better about ourselves.



a state of mind. colored, black, shaded and broken. sharp, curved, painted. 'do what you will,' someone said, but do it for yourself. everybody has something to say if we're willing to listen. **everyone has a story.** one that has pain in it, a struggle, a fight. **the quest for beauty** is on everyone's mind, in everyone's heart. man woke up to himself and found his body naked, blank, fragile, his skin sensitive. he clothed himself and started decorating his blank canvas of a body, concealing it or parts of it with clothes, textile, color, and not before long, man started adding ornaments to himself, colors and patterns trying to identify himself to his own mind, to distinguish himself from the others. to be unique in looks and in thought and in deeds. language, geography, diversity, countries, custom, tradition, flags, food, behavior, you name it, man made it. most habits we acquire remain with us till we die, (and sometimes it is these habits that kill us).
the strongest habit we have is the habit of being what we are, of being ourselves. reckless, spontaneous, calculating, impulsive, repulsive, demanding, courageous, fearing, dreaming, screaming, you name it... paint it, boast it, show it and conceal it, it's our identity, the mark of the self on the self adding the final touches to what we are, how we are, who we are.

SCAR COVER UP





DERMAL-ANCHORS

Can be placed virtually anywhere, unlike traditional piercing. This opens a door to a whole new range of piercing– neck, chest, arm. ***How?*** A small pocket is made in the skin with a 2mm needle and the anchor is placed in it. ***Pain?*** Much less than the nose or navel piercing. ***Healing?*** Because there is very little trauma to the surrounding tissue, healing time tends to be minimal around two weeks only. The nice thing about them is that they can also be placed in the tattoo.