

BRIN GORDON

PROJECT ABSTRACT:

IN THIS INTERDISCIPLINARY PROJECT, I WILL BECOME A RICH, FAMOUS, AND SUCCESSFUL ARTIST. MORE SPECIFICALLY, I WILL BECOME JEFF KOONS (NET WORTH \$290 MILLION, BORN JAN 1, 1955). IN A WORLD ALREADY CLUTTERED WITH THINGS AND PEOPLE, THIS PROJECT WOULD SERVE THE DUAL PURPOSE OF NOT CREATING MORE, BUT INSTEAD REPLACING EXISTING WORK AND PEOPLE, AND CONTINUING WHAT IS ALREADY A TRIED AND TRUE STRATEGY. ADDITIONALLY, THIS TRIED AND TRUE STRATEGY WOULD ALLOW ME TO LIVE OUT THE CONTEMPORARY TELEOLOGY OF AN ARTIST IN TODAY'S GLOBAL ART MARKET, THAT IS, BECOMING RICH, FAMOUS, AND SUCCESSFUL.

PROJECT DESCRIPTION:

TAKING THE FORM OF A HUMAN LIFE AND ITS GREAT ACHIEVEMENTS, THIS PROJECT WILL BE TRAILBLAZINGLY INTERDISCIPLINARY. IT CAN BE DESCRIBED AS COMPRISING 3 MAJOR SECTIONS: THE BEING, THE HAVE DONE, AND THE DOING.

STARTING WITH 'THE BEING': IN THIS PORTION OF THE PROJECT, I MYSELF WILL BECOME JEFF KOONS. FIRST OF ALL, I WILL NEED TO DEVELOP A PHYSICAL RESEMBLANCE TO "THE RICH, FAMOUS, AND SUCCESSFUL ARTIST". JEFF KOONS STANDS AT ABOUT 6'2", SO AS A FIRST MEASURE I WILL REMOVE ROUGHLY AN INCH OF BONE, MUSCLE, AND OTHER TISSUE FROM EACH OF MY SHINS. WHILE THIS PROCEDURE IS HEALING, I WILL COMMISSION A TEAM OF PLASTIC SURGEONS TO EXECUTE A NUMBER OF COSMETIC OPERATIONS ON MY FACE TO COPY AS EXACTLY AS POSSIBLE THE LIKENESS OF JEFF KOONS. THIS WILL INVOLVE A RHINOPLASTY, CHEEK AUGMENTATION, CHIN SURGERY, EAR SURGERY, AND A GENERAL SKIN GRAFT TO REPLICATE HIS COMPLEXION. MY IRISES WILL GET REPLACED WITH BLUE IMPLANTS AND I WILL DYE AND CUT MY HAIR TO MATCH, PLUS APPLY LASER REMOVAL TO SHAPE THE BROW AND SCALP LINE TO MATCH THOSE OF KOONS. I WILL GET DENTAL IMPLANTS AND SURGERY DONE ON MY FINGER PRINTS SO THAT I AM ABLE TO BE PERCEIVED AS JEFF KOONS TO THE LOOK OF MACHINES AS WELL AS HUMANS. A DIET AND EXERCISE ROUTINE WILL BE DEVELOPED AS CONFORM TO HIS SHAPE AND ABILITY, AND PRODUCE A MORE SIMILAR GUT BACTERIA ECOSYSTEM AND THUS STOOL SAMPLE TO JEFF KOONS. THIS PROCESS WILL ALSO INVOLVE A STUDY IN THE REPLICATION OF HIS SCENT, AND A PHARMACOLOGICAL PROCESS WILL CONFORM THE FUNCTIONING OF MY GLANDS TO RELEASE IDENTICAL HORMONES AND PHEROMONES AS THE ARTIST. AFTER GETTING MY VOCAL CHORDS RESHAPED, I WILL STUDY ALL THE AVAILABLE FOOTAGE OF KOONS ONLINE AND SEND HIRED DETECTIVES TO GET VIDEO AND AUDIO OF HIM IN MORE PERSONAL SITUATIONS. I WILL MODEL MY BEHAVIOR AND SPEECH PATTERNS OFF OF THIS MEDIA. INTERFACING THIS PIECE WITH THE LEGAL SYSTEM, I WILL GET MY NAME LEGALLY CHANGED TO "JEFFERY L. KOONS", AND HIRE SPECIALISTS TO ALTER ALL INFORMATION ON MY BIRTH CERTIFICATE TO CONFORM TO THAT OF AN ARTIST. BY THE COMPLETION OF THE MEASURES IN THIS PHASE, I WILL BE INDISTINGUISHABLE TO A RICH, FAMOUS, AND SUCCESSFUL ARTIST, TO THE POINT WHERE HE WILL NO LONGER BE ABLE TO TELL WHICH OF US IS THE TRUE ARTIST.

IN THE 'HAVE DONE' PORTION OF THE PROJECT, I WILL BE FOCUSED ON RECREATING THE OEUVRE OF A RICH, FAMOUS, AND SUCCESSFUL ARTIST MYSELF. THE PRIMARY TASK WILL BE CREATING IDENTICAL WORKS OF ART

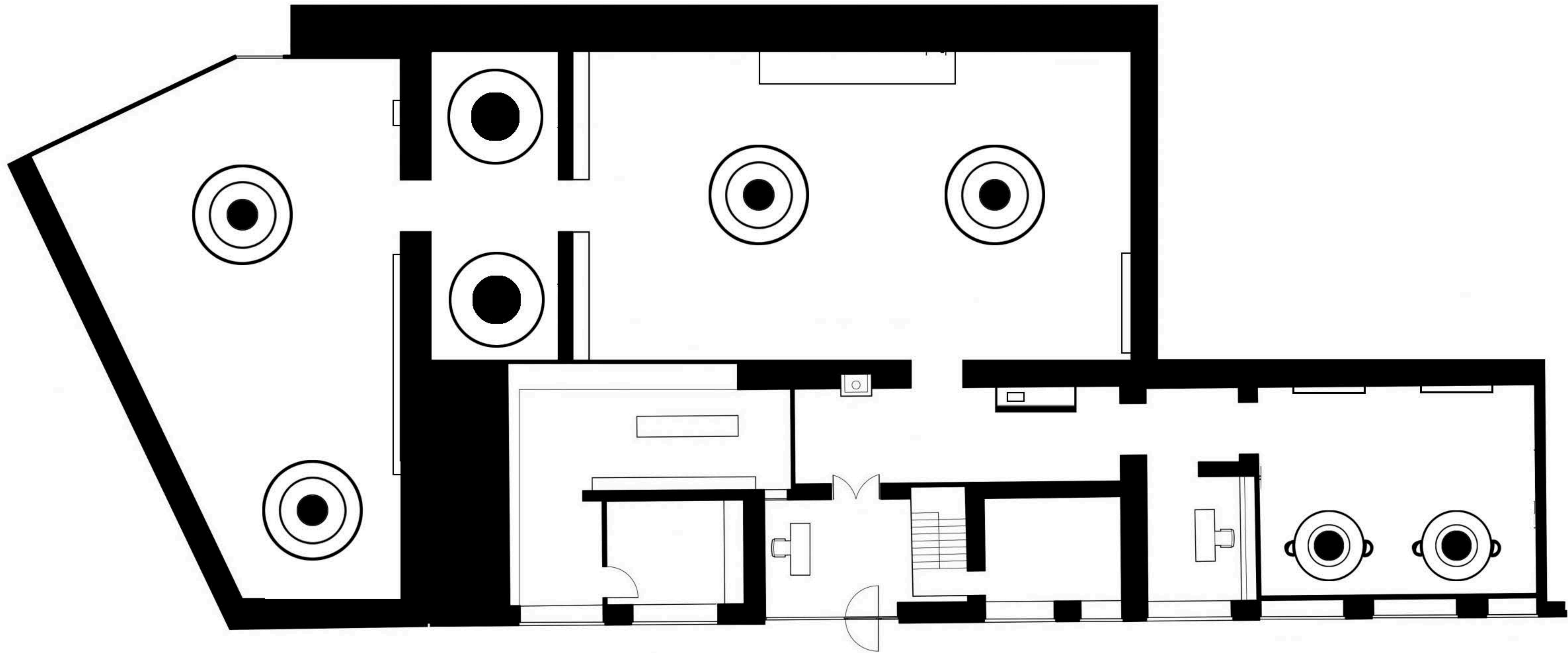
TO EACH PIECE CURRENTLY IN EXISTENCE MADE BY JEFF KOONS, AND THEN COVERTLY FINDING EACH OF THE ORIGINALS, DESTROYING IT, AND REPLACING IT WITH THE VERSION MADE BY ME. OF COURSE, BY 'MADE MY ME' I MEAN TO DENOTE THAT I WILL BE HIRING THE TEAMS WHO HAVE WORKED IN JEFF KOONS' STUDIOS OVER THE YEARS TO CREATE EACH OF THESE PROJECTS, AND HAVING THEM MAKE AN IDENTICAL ITERATION AS MINE. WITH THESE NEW WORKS CREATED AS MY ART PIECES, I WILL LOCATE THE WORKS THEY RESEMBLE IN PRIVATE COLLECTIONS, MUSEUMS, AND PUBLIC SPACES, AND DISASSEMBLE THEM, COVERTLY PUTTING MY OWN ARTWORKS IN THEIR PLACE. THE SO CALLED 'ORIGINALS', AT THIS POINT, ARE STRIPPED OF THEIR MATERIALS TO BE RECYCLED INTO OTHER WORKS I MAKE, SUCH AS BALLOON DOC, MAGENTA (1994-2000) BEING STRIPPED OF ITS COATING AND REWORKED INTO BALLOON DOC, BLUE (1994-2000). ONCE MY WORKS ARE IN PLACE, I WILL FIND AND CORRECT THE PROVIDENCE PAPERS OF ALL OF THESE WORKS SO THAT THE PIECES WHICH EXIST FIND THEMSELVES IN PLACE AS THE CURRENTLY VALID VERSIONS.

THE FINAL PHASE OF THIS PIECE WILL TAKE THE FORM OF AN ONGOING PERFORMANCE WORK, WHICH WILL PRODUCE ARTIFACTS IN THE FORMS OF OBJECTS, WRITING, IMAGES, AND 2D WORKS. THE PORTION OF THE WORK IS CURRENTLY TITLED AS "THE DOING" AND WILL CONSIST OF AN UPKEEP OF MY DAY TO DAY LIFE AS AN ARTIST. THIS WILL SPAN ACROSS ALL ELEMENTS OF MY LIFE, WHICH WILL NOW TAKE ON AN AESTHETIC QUALITY AS I DON'T DO THEM AS MERELY A PERSON, BUT AS A RICH, FAMOUS AND SUCCESSFUL ARTIST. THIS WILL INCLUDE SUCH ANTICIPATED WORKS AS THE CURRENTLY TITLED EATING BREAKFAST AND GOING TO JURY DUTY, AS WELL AS THE CREATION OF FURTHER WORKS WHICH WILL CONTINUE MY LEGACY AND PERPETUATE MY IDENTITY AS JEFF KOONS, ORGANIZING GALLERY SHOWS AND SO FORTH. I WILL BECOME LEGALLY MARRIED TO JUSTINE WHEELER-KOONS, ADOPT OUR 6 CHILDREN, AND MAKE SURE THAT MY LEGAL OWNERSHIP OF PROPERTY IS SECURED.

WITHIN THIS PHASE, AS PREVIOUSLY MENTIONED, I WILL BE CONTINUING TO MAKE WORKS OF JEFF KOONS' (MY) ART. THE FIRST OF THESE WORKS WILL BE A SERIES WHICH WILL BE NEGOTIATED WITH THE GAGOSIAN IN NEW YORK CITY TO BE PREMIERED IN ONE OF THEIR GALLERY SPACES. THIS SHOW, TITLED LIFE VESSELS, WILL BE CENTERED AROUND A SERIES OF PAIRED SCULPTURAL WORKS, WITH A SERIES OF PAINTINGS THAT GO ALONG WITH THEM. THE SCULPTURES WILL BE SETS OF VASE FORMS COPIED EXACTLY FROM FAMOUS HISTORICAL MASTERWORKS OF POTTERY, INCLUDING REPLICATIONS OF AMPHORA FROM THE GREEK RED-FIGURE ARCHAIC PERIOD, A JINGDEZHEN VASE IN THE BLUE AND WHITE PORCELAIN STYLE, AND A JOSEON JAR. THE BREADTH OF SELECTIONS WILL STRIVE TO REPRESENT THE WHOLE OF HUMANITY AND A VARIETY OF GLOBAL ARTISTIC CANONS, SHOWCASING THE WAY THIS UNIVERSAL FORM HAS BEEN HANDLED AS A WAY TO MAKE OBJECTS WHICH FUNCTIONED CULTURALLY THROUGH ART, CEREMONY, AND UTILITY. EACH OF THESE SELECTIONS WOULD BE REPLICATED INTO TWO COPIES, EACH STANDING AT 7 FEET TALL FROM THE BASE ON THE GROUND, THE CIRCUMFERENCE SCALED TO THE HEIGHT OF THE WORK. ONE OF THESE COPIES WOULD BE CAST IN MIRROR POLISHED STAINLESS STEEL, WITH SLIGHT RAISES TO THE IMAGES AND DESIGN WORK OF THE ORIGINAL VESSEL, AND WITH THESE DESIGNS PRECISELY ENAMELED ON TO THE SURFACE. THE SECOND WOULD BE MOLD CAST IDENTICALLY TO THE FIRST, BUT IN UNTINTED GLASS, PRESERVING THESE RAISES IN THE SURFACE FROM THE STEEL BUT ENTIRELY TRANSPARENT. THIS GLASS ITERATION WILL BE SET UP WITH A TERRARIUM, BASED AROUND A RARE TREE AND FILLED WITH ENDANGERED SPECIES OF PLANT TO BE TENDED TO BY THE GALLERY STAFF FOR THE DURATION OF THE SHOW.

EQUIPMENT AND RESOURCES REQUIRED:

1. TEAM OF PLASTIC SURGEONS
2. SKILLED DENTIST
3. TEAM OF HIRED THIEVES
4. FORMER EMPLOYEES OF JEFF KOONS' STUDIO
5. GLASS MOLDING FACILITIES
6. STEEL CASTING FACILITIES
7. TEAM OF BOTANISTS
8. SOIL, SHRUBS, ENDANGERED SEEDS
9. LARGE WAREHOUSE
10. 10 GALLON TUB OF SKIN BRONZER
11. PALETTE OF ROUGAIN
12. TEETH WHITENING SERVICE SUBSCRIPTION
13. SPECIALIZED OPHTHALMOLOGIST
14. DOCUMENT FORGING SPECIALIST
15. JEFF KOONS ARCHIVALIST
16. 13 HARDBOILED EGGS, EVERY DAY
17. TEAM OF LAWYERS
18. PET SNAKE(S) FOR MY CHILDREN



Potential floor plans for "Life Vessels" by Jeff Koons
[Gagosian Gallery, West 21st St, New York]









