



AMERICAN SELFIES

by Kurt Caviezel

kurtcaviezel.ch
info@kurtcaviezel.ch

AMERICAN SELFIES Series:

The work of **AMERICAN SELFIES** is, in the proper sense, a big report about the USA - photographed by means of publicly accessible surveillance cameras via the internet, taken at my place of work in Zurich.

Billboards line the path along the American highways. Advertising is displayed as well as local, regional and national information.

The cameras I access for this work have the purpose of monitoring the functionality of the billboards. For this they were fixed on long iron poles, which are mounted to the billboards, in order to allow a view from the distance of a few meters.

In the pictures you can see the billboards but also the sceneries, landscapes, cities surrounding them.

A current image of the USA, perhaps reminiscent of a road movie in the sequence of pictures. The cameras, mounted on the tips of the iron poles, are looking at the USA from an elevated position. The iron poles are included in the picture and reminiscent of our selfie-sticks.

The title **AMERICAN SELFIES** is almost obligatory in this habitus or arrangement. The country depicts itself in this way, producing selfies automatically and continuously.

If you want to understand a country, you have to look at its advertising.

It reflects the demands and offers, current longings and needs, the psychology, the constituent common archetypes. Relationships between state and citizens, social structures, self-understandings and taboos as well as communication practices are manifested.

In short: The current state of the USA can be seen in this report.

Billboard construction

with the monitoring camera on a "selfie-stick".

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**AMERICAN
SELFIES**



I photograph the series AMERICAN SELFIES with these cameras which have the purpose of **monitoring** the functionality of the billboards.

For this they were fixed on long **iron poles**, which are mounted to the billboards, in order to allow a view from the **distance** of a few meters.

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American Selfie 187



AMERICAN SELFIES

American Selfie 196

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2.24% APR

GR OUTDOOR

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American Selfie 204



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American Selfie 792



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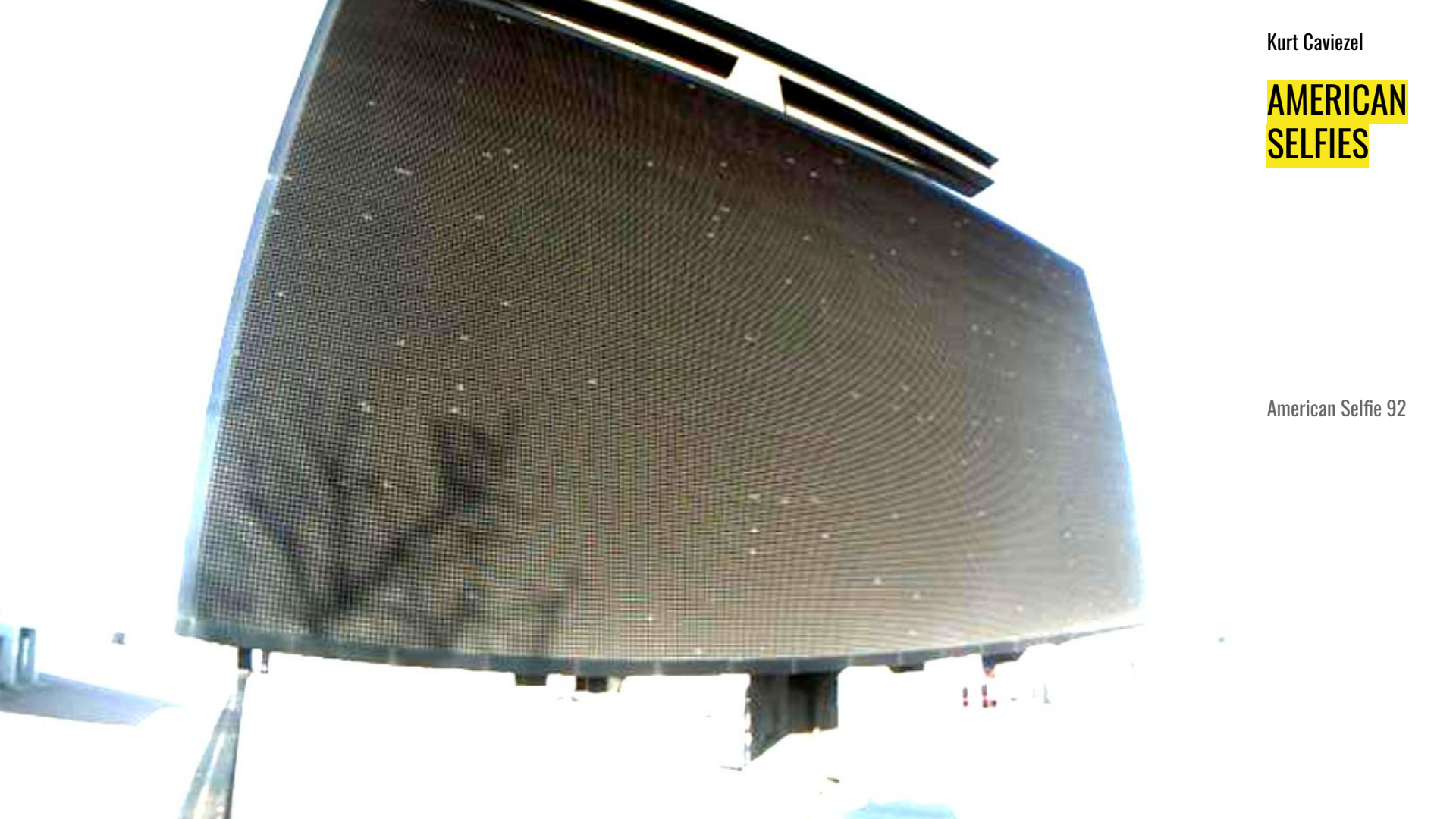
American Selfie 132



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American Selfie 92



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American Selfie 72



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American Selfie 782

A close-up photograph of a medical monitor displaying a baby wrapped in a white, textured protective blanket. The baby's face is visible, smiling slightly. The text "YOUR BABY IS HERE" is printed on the left side of the monitor's display area. The monitor is mounted on a dark, possibly wooden, surface.

YOUR BABY IS
HERE

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American Selfie 115



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American Selfie,
exhibition outline

AMERICAN SELFIES

American Selfie 567



**AMERICAN
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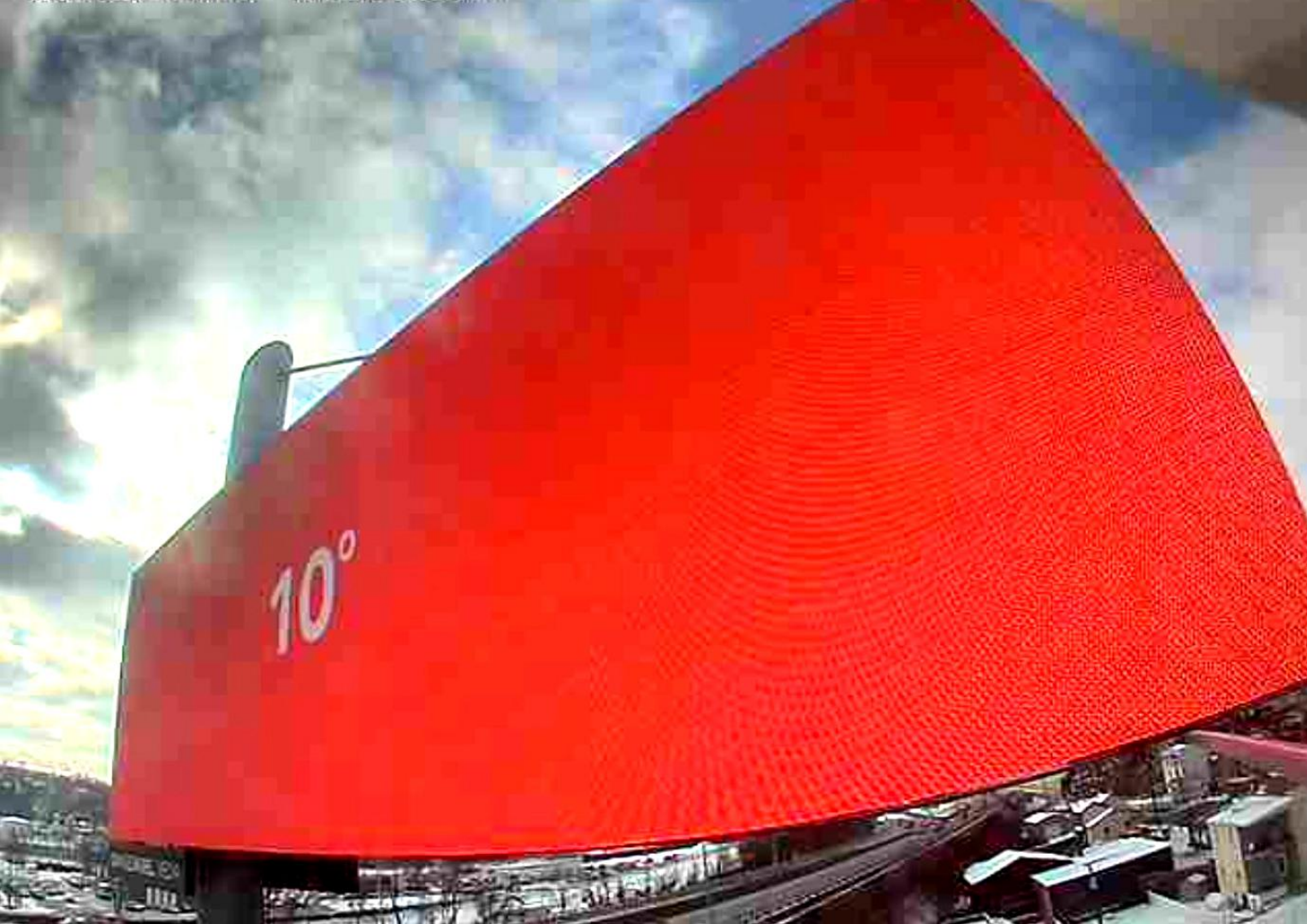
American Selfie 97



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American Selfie 342



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American Selfie 691



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American Selfie 893



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American Selfie 799



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American Selfie 20

ADVERTISING THAT
POPS!
713.861.6013

SIGN AD

The billboard is set against a dark night sky. The background of the billboard has a yellow and white halftone dot pattern. On the left side, there is a close-up of a woman's face with a wide-eyed, surprised expression. The text is rendered in a bold, bubbly, sans-serif font. The phone number is in a smaller, black, sans-serif font. Below the billboard, a glowing blue sign reads 'SIGN AD'. The scene is illuminated by various city lights, including streetlights and building lights, which are reflected on a wet surface in the foreground.

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American Selfie 780



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American Selfie 155



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American Selfie 2039



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American Selfie 82



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American Selfie 1



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American Selfie 877



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American Selfie 897





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American Selfie 58



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AMERICAN SELFIES

American Selfie 147

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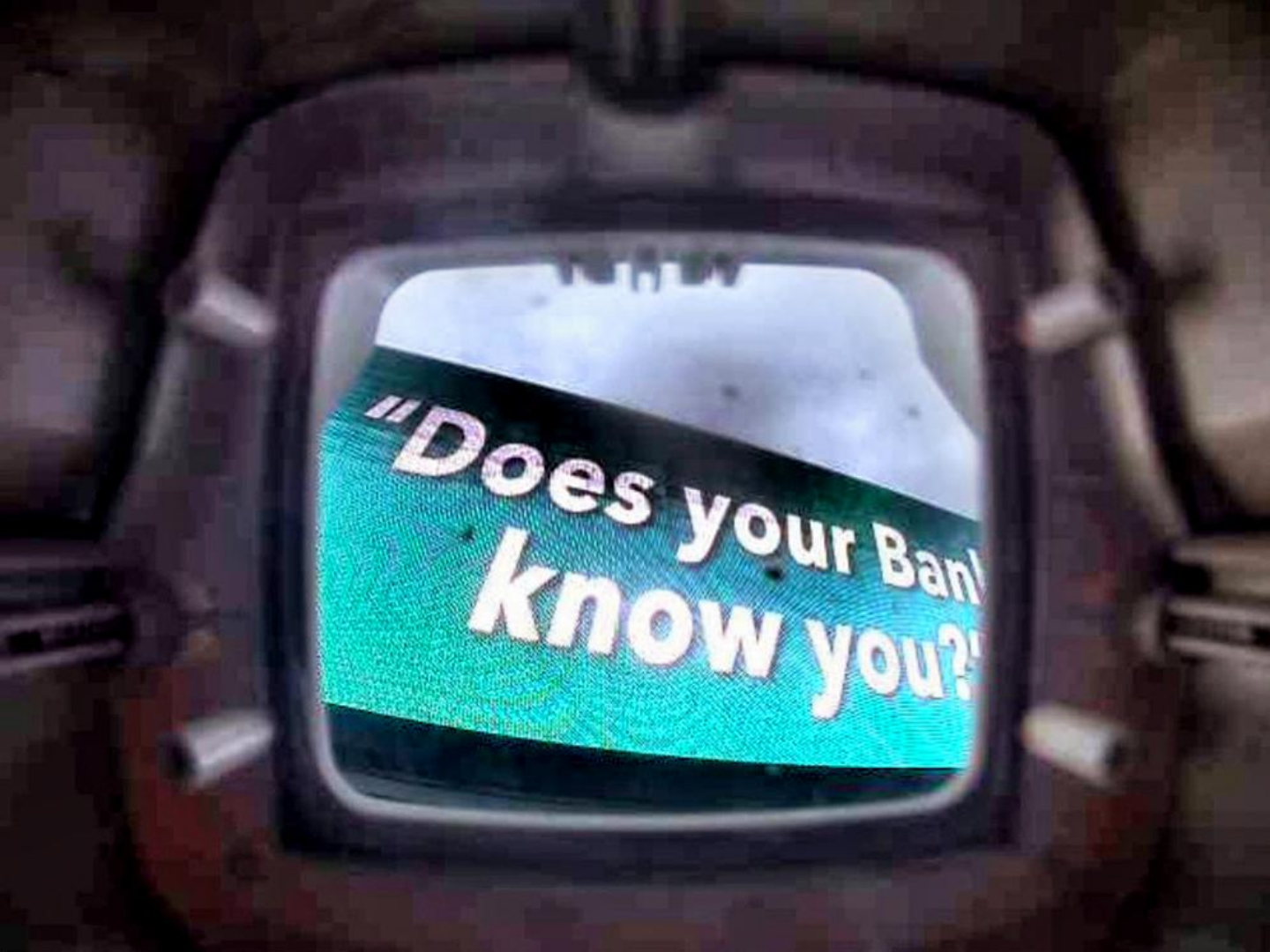
American Selfie 545



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American Selfie 539





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American Selfie 614

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American Selfie 1331



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American Selfie 995



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American Selfie,
exhibition outline

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