



## 15x15

In 1968 Andy Warhol stated that; 'In the future, everyone will be world-famous for 15 minutes'. Considering the mass popularity of reality TV shows such as Big Brother & The X Factor, and the ability to publish your own video content via media sharing sites such as YouTube; Warhol's statement seems more pertinent today than ever.

Using Warhol's statement as a premise, 15x15 advances the statement into the 21<sup>st</sup> century: Utilising new media technologies; the web and mobile cameraphones, 15x15 offers the opportunity for anyone, anywhere, to be world famous..... for 15 seconds.

Anyone can contribute to the piece using a standard mobile camera phone that can capture video, and can send video clips directly from the camera phone using MMS (Multimedia Messaging Service), via email or upload from a personal computer to the online database

The clips can be longer than 15 seconds but will be reduced to that length, participants can send as many clips as they wish. The clips can be portraits, experiential, vignettes, experimental, anything within reason, from the banal to the downright bizarre!

The viewable artwork is an interface consisting of 15 individual rectangular screens, each individual screen displays a random video clip stored within the database for a 15 second duration: 15x15.

In the 21<sup>st</sup> century art is being fundamentally realigned for anyone and everyone. 15x15 is a homage to Warhol, a realisation of the artistic utilisation of new media technology and the democratisation of art in the age of digital production.

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