



Smultronstället (evolution of value)

2016

installation (triptych, inkjet on Japanese washi paper)

59.4 x 42cm each (including margin)

In relation to the installation *Where my Wild Strawberries Grow (no absolute)*, I made this triptych with the images that present inside the book that sits in the bottom of the book pile. It contains artless flowers and plants that I picked during my hike on Swiss Alps. The work focuses more on the juxtaposition of different values in our lives.

**INTRODUCTION** The book I used for *Where my Wild Strawberries Grow (no absolute)* recommends 1000 places to see before you die according to the author. In its introduction, the author tells how she came to make this book. There I placed the first flower that I picked during my hike.

**VALUE OF 20TH CENTURY & THE FANTACISED CITY** There are many recommended places in the book that were not appealing to my eyes - luxury places and related to consumption. I chose the pages presenting Paris, where I am partly based, as the second image in the triptych that somehow represents the last century with city culture and industry where economy often was the dominant measurement to value our lives.

**NON-MATERIAL WEALTH & ALTERNATIVE LIFESTYLE** The third image in the triptych presents places in Bhutan juxtaposed with a simple flower. It is a country I have not visited yet and I am interested in the way they measure wealth - according to how happy the citizens feel. I projected an ideal society and life, and I am hoping this would influence the next way to value in our lives.



(left) juxtaposition of a flower picked during my hike with the travel guide for visiting Bhutan (far above) juxtaposition of a flower picked during my hike with the introduction of the travel guide choosing 1000 places to see before you die according to the author (above) juxtaposition of a flower picked during my hike with the travel guide for visiting Paris (below) installation view at Echigo-Tsumatai, Japan

