

VI.FINDES.IKKE

A project about experiencing insecurity.

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project 0002



PROJECT DESCRIPTION: “VI FINDES IKKE” (WE DON’T EXIST)

VI FINDES IKKE, which translates “we don’t exist” is a project about pop culture in Denmark, with a special focus on music videos aimed at the youth. Through comprehensive research in the form of interviews, statistic analyses, questionnaires, different literature, conversations with professionals etc., the aims and approaches of different senders within the sphere of pop culture were examined. Also the young receivers’ relationship with the products was examined. From this broad perspective, a later specific focus became certain products within pop culture, namely music videos. The primary focus is mainstream music videos - danish and foreign - and their general tendency to visualize and stage lifestyle and body ideals, that appeal to inferiority complexes in the target group - among other things the general promotion of a certain individualistic mentality coupled with constant guidelines concerning looks, image and a certain materialistic lifestyle. The aim of the project is to comment on the formulated message within pop culture, an idealization of the free personal choice, but put in a context shaped by conformity and a general implicit appeal to tag along and buy the products the superstars obviously advertise. This focus should be seen in the context of the target group going as low as 6-8 year olds - and becoming still younger - and the question of how capable this group is of knowing advertisement from artistic expression and ideal images from reality.

This became the birth of the pop band “WE DON’T EXIST” and their attempt at becoming popstars without following the narrow guidelines for becoming a commercial success. There are no members in the band and therefore no constructed personal lifestyles to imitate. There is no record to buy and it is impossible to contact the band, interview or send money to them.

The idea is, to infiltrate the pop scene with a thought provoking statement in the form of a song and a music video. It is an attempt to get airplay among the existing videos in the mainstream.

The song treats the subject critically and puts in words the - for the mainstream music industry valuable - personal insecurity, we all experience. The video consists of a metaphor in public space. Where commercials are normally placed in the city, with messages very similar to the ones in the music videos, there are now big mirrors, so that the people watching see themselves instead of a retouched model in an ideal world. Statements such as: “YOUR INSECURITY IS WORTH MONEY!” are written across the mirrors, referring to the message of the project, in the hope that this will inspire the viewers to reflect.

The final version of the music video was sent to the media like all other music videos and was only to reveal its true purpose through its special character, look and message. An anonymous press release was sent to the relevant tv stations, radio stations and magazines to promote the product in an almost normal way. But there were no royalty rights, nowhere to ask questions and no one to make appointments with. We don’t exist.

The song was never a hit and did not become part of the mainstream scene. The project did receive attention in the printed press though. And it got plenty of attention on the internet on different art forums and via continuous conveyance from person to person per email. It was highly popular in art environments domestically and abroad, and ironically enough it was also shown in connection with a big fashion show during “Fashion Week” in Copenhagen aug. 07.

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