Ryan's Web 1.0

A Lossless Fall

Ryan Trecartin

LINK EDITIONS

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Ryan Trecartin (born in 1981 in Webster, Texas) is an artist and filmmaker currently based in Los Angeles. He received a BFA from the Rhode Island School of Design in Providence, Rhode Island in 2004. Solo exhibitions include Any Ever (Power Plant, Toronto 2009; Museum of Contemporary Art, Los Angeles 2010; Museum of Contemporary Art, North Miami 2011); MoMA P.S.1, Long Island City, New York 2011; Musée d'Art Moderne de la Ville de Paris, France 2011; Kunsthalle Wien, Austria; Wexner Center for the Arts, Columbus, OH; Hammer Museum, Los Angeles.

In 2009 Trecartin was the recipient of the first Jack Wolgin Fine Art Prize, presented by the Tyler School of Art at Temple University, Philadelphia, which recognizes the highest level of artistic excellence on an international level. The same year he received the Calvin Klein Collection New Artist of the Year Award at The First Annual Art Awards, Solomon R. Guggenheim Museum, New York.

Editor's Note

In November 2010, Ryan Trecartin published in the fashion and design magazine “W” the portraits of four of his long time collaborators: Lizzie Fitch, Veronica Gelbaum, Telfar Clemens, and Ashland Mines. The group was titled “A Lossless Fall 2010”. Presented in the form of complex hypertexts, assemblages of hundreds of images, brands, styles, icons, references, accessories, products, snippets of text, and bits of other people’s bodies, the portraits show post-human, post-technological beings, mutable when it comes to physical form, sexual identity, and their relationship with the world of products and information. Each portrait is the result of an extensive research into images, and post-production leaves no details of the original photo intact.

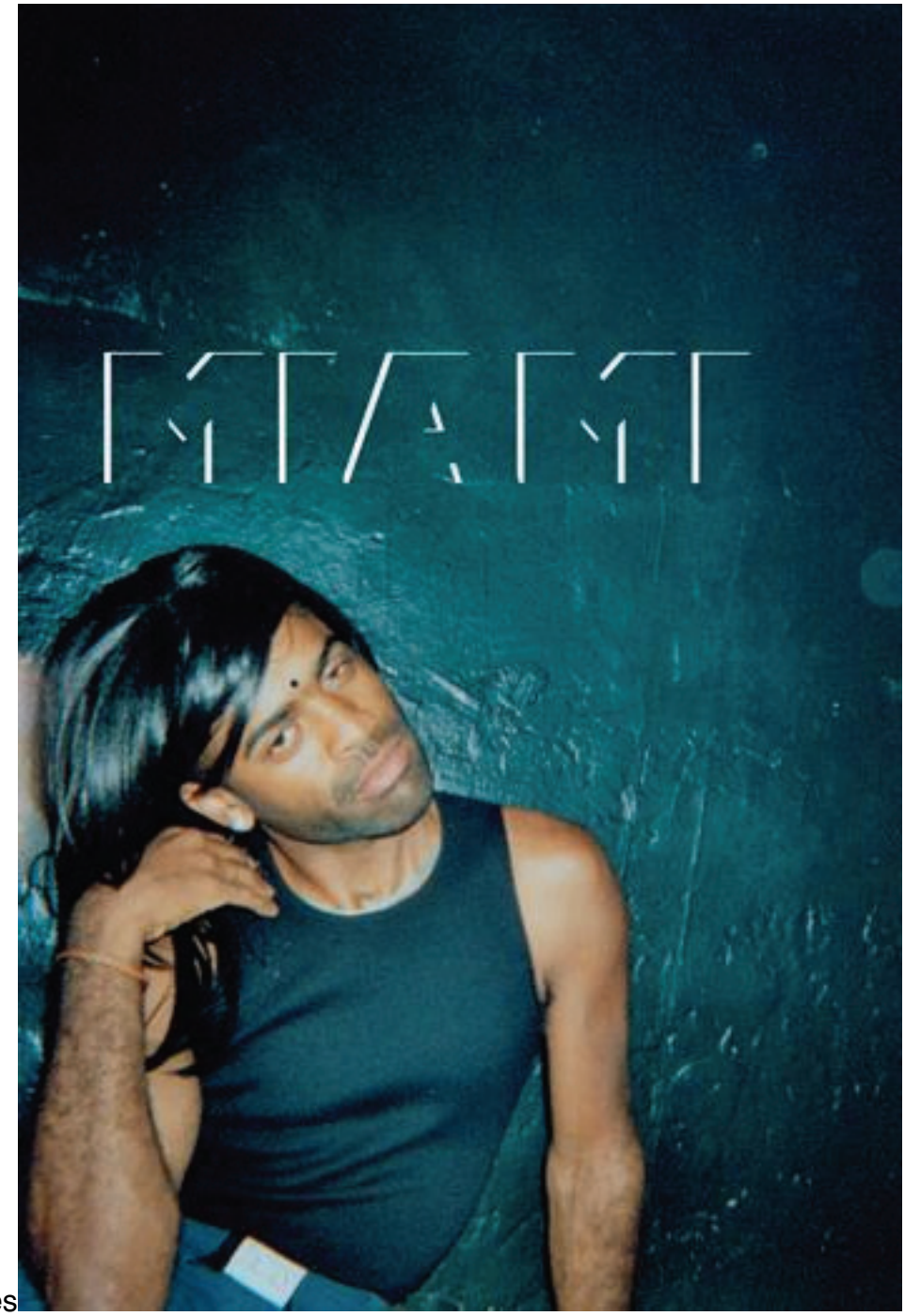
The extensive research done by Trecartin and his collaborators was published in the experimental online magazine “DIS” under the title “Ryan's Web 1.0”, offering an “inside gaze” into the inspiration for the spread and allowing readers to browse through the hundreds of images researched and collected to make the pieces.

But the Dis Magazine set is more than that. This collection of images, compiled and commented in a idiosyncratic mood-board, is also an invaluable screenshot of juvenile culture at a given time, as it is performed on, mediated and influenced by the internet, where fashion trends, new jargons, digital folklore and internet memes flow, get remixed and collapse into each other.

Done on the occasion of the presentation of the exhibition Collect the WWWorld. The Artist as Archivist in the Internet Age at 319 Scholes, New York (October 18 – November 4, 2012), this book presents the W Magazine set together with this background documentation, in order to allow the reader to better get into what we believe is already an iconic, seminal piece of contemporary art.

Domenico Quaranta

Anti-Virals + Ashland Mines, 2010



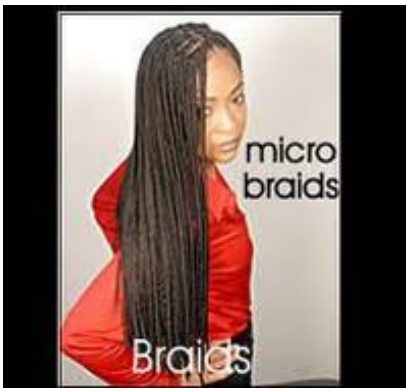
Ashland Mines

Theme: **Anti-Virals (Offspring Chatter)**

The act of Knowing with out Learning: Post Body Navigations

HAIR

1.) Ankle Length Micro Braids
(Ashland made an appointment to get this done the day before leaving LA)



2.) The Hair Style:: I want to take an **Ed Hardy Hat**

And cover it Mostly with **White Out** (Crusty and some what see-through): One will still be able to tell it's a Hardy dump

The White Out bottle will then be Hooked to a **Belly Chain**, It will hang off the Hat to the side of the Head above Ear.

On the Rim of the hat I want to create a "Belly Button" situation by finding a Plastic Button or making one in **Post** that looks like Either a "**Internet Mail Button**" or a "**Computer Power Button**"

I will then Pierce through this button and the end of the Rim on the hat with a **Basic Belly Button Ring**.

I Want the Belly Button Ring to Have the **Global Bank Symbol** as the larger Ball

IN POST I want this to be slightly **on Fire** (digital blur fire)

I'm thinking we could take **belt loops from a pair of jeans** and put them around the hat to hold the belly chain in place: Further suggesting the hat/ waist/belly connection. Waist Face

3.) I also want to give ashland **Bangs that Pop**::: Kind of like a character he played in Sibling Topics "Mass Major"

These Bangs would come out from under the rim of the hat which will be slanted up and to the side slightly

4.) The Micro Braids will come out of the back of the Ed Hardy Hat or out of a hole we make in the top of the Hat.

The Braids will then Fall down the opposite side of the body as the (Hat Rim and Bangs), draped over the shoulder into a [**Back-Pack, Purse, Pant: Hybrid THING**] :::

I'm thinking we make a Purse out of a pair of designer Jeans or pants and then Hook A Shoulder Back-Pack Strap to it...Here are some images to help visualize this...

I Love these Vivienne Westwood Pants:: I'm thinking Red, Green, Tan, Silver, or purple? It would be nice if it wasN'T just straight up Jean...BUt it would also be cool if it was partly Jean-ishly looking::: (Splice)

We could mix two Pairs of Pants?

5.) I also need **Shinny Plaid Scrunchies**

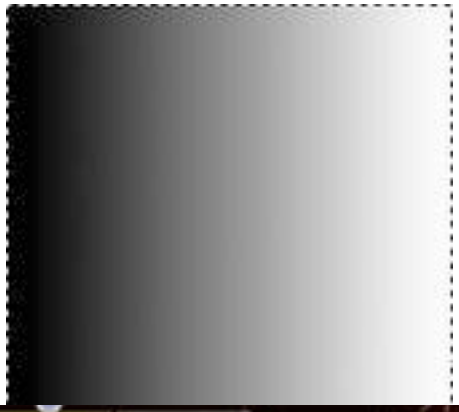
6.) The Micro Braids will then come back out of a hole in the side of the Backpack/Purse , Wrap around the back of his body to come up over the other shoulder from behind.

The Hair will then Drape to the under side of the breast area::

The ends of the hair will be together, wearing a **Single Penny Loafer Shoe** with a **2010 Canadian Penny** in the Penny Slot.

7.) A **Unibrow**: That is **Chrome** in look but still obviously hair, in a **Gradient** from deep Bronze to a dark Sliver to a heavy Brass::

Almost like sun glasses



Makeup, Facial & Body Hair

1.) The Fore Head, Cheek Bones, and Jaw Line will be very Concept Vehicle, "**Facial Steering**": So that the Face Vaguely Feels like A Steering Wheel or a Navigational Device for Long Distance and Memory.

2.) The "Go-Tee" area of the Beard, I want to have Man-scaped into the form of the **Wireless Signal icon**.

3.) The Rest of his Facial Hair needs to be Sharp edged. Different densities of **Blue/ Maroon Black, Almost like Water Color**. &His **Lips should blend into that Hair**

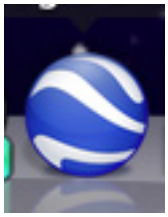
HERE IS A MASH UP > TO HELP VISUALIZE THIS IDEA

NOTES ON this Wireless Steering Face idea:

- Obviously these two steering wheels are not very “Concept Car” in Style : But I was thinking we could work on this and maybe the Makeup Person Could create an interesting foundation and then the rest could be done in Post.
- (This will probably take some planning with post ahead of time)

-The Water Color like Facial Hair that Lies out side of the Blue Wireless Symbol Grooming... (Not represented in this picture) Should have variations in shades of darkness and color and would be great if it feels somewhat like car enamel.

-The **Car Logo**:: Will be a Merger of: Google Earth, 4chan, and BYD a Chinese Auto Company--- The Logo will also act as a Bindi



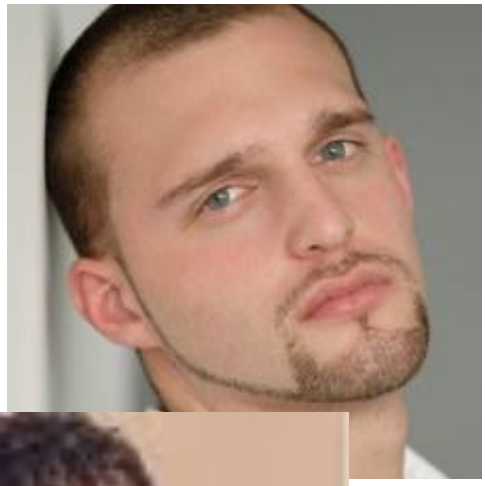
2.) I want one **Eye to look wet and Muddy**: and I want the Eye whites in that eye to be a Pale tan Color and the Eye Color to be Hazel and the Eye Blacks to be Brown

I want the Other Eye to be the **Brazilian Flag** like this

3.) I’m thinking one half of the face well feel like Greens, olive, and gray (But Still in a skin way, not Alien) :: The only truly Green part will be right around the eye. In an Eye Shadow type way

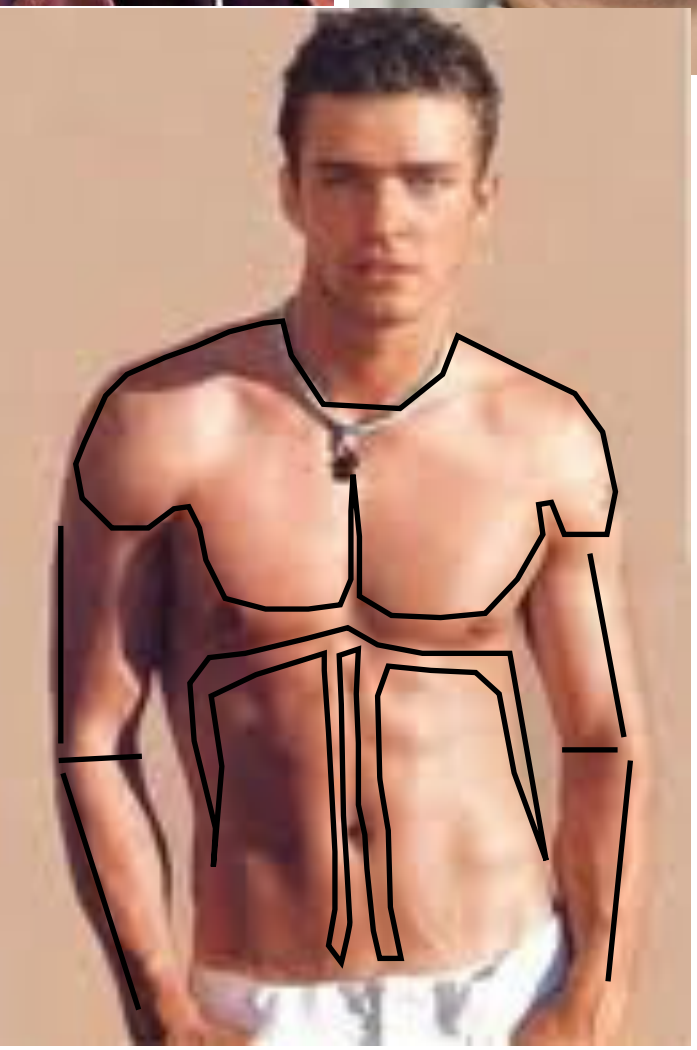
And the other half will feel like soft iridescent neutral tones of clay (mud reds)

There will **be a faint fine yet sharp line down the center of the face** where these two general mentalities meet.



4.) INTENSE man-scaping, of arm and body hair that resembles the kind of Grooming people do on there faces:: (like to the left)

It's important that this doesn't feel like Faux Tribal Designs but rather a very **personalized idea of sexy chiseled body-hair**:: Ultra clean and gross...Yet Weirdly Pretty and sensitive

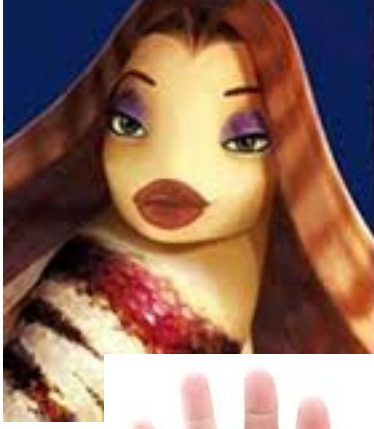


I drew some lines to get the visual of it going...Lines that contour and shade the same way men groom for a stronger jaw line... Maybe we can add to this with extensions cut very short?

5.) BODY MAKE UP: I want Ashlands Body to have very **extreme contour makeup work**. So that his muscles look Customized ...
(his skin and muscles are on the same level of hyper maintenance as his hair)

6.) In Post I want to super impose **ambient screen-saver imagery** onto his skin so that it looks satin and radiant from within.

But I want it to stop around the wrist and neck in a way that makes it feel like a long sleeve bike riding shirt.



7.) In Post **I want to create very small breasts.**

8.) I also want to widen his face, making his eyes further apart (Horizontal Savings)

9.) One Red and One Green Surgical-ish Glove (Like Blue Nitrile Gloves)

Making the Hands feel like the [**Thumbs Up Thumps Down**] mark making response tools generally used in Web 2.0 networking (YouTube, Face Book)

Fingerless Biker Gloves on top of the Nitrile Gloves (**One Red and One Green**):

It would be great if at least one of them was more sporty like the gray/black one to the Right.

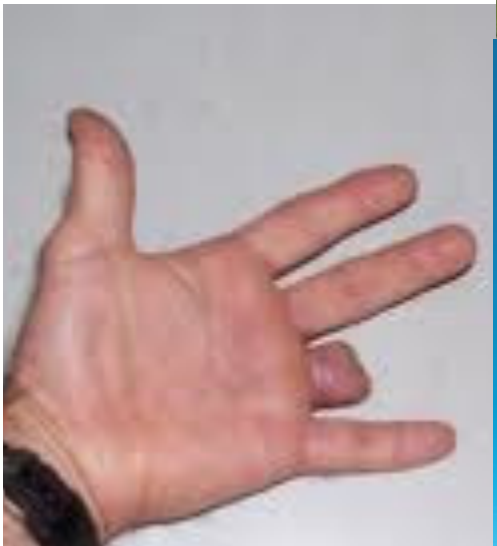
Fake Shinny Tan Finger Nails glued to the Surgical Gloves where a finger nail would be

These two sites may have colored Surgical Gloves
http://www.tjmservices.co.uk/products.html
http://www.americarx.com/products/2203.html

10.) In Post **Remove the Ring Finger on Both Hands**. To Look like Choice Single Culture. &Fuck the album.

11.) In Post I will have **Thumbs up and Thumbs down 3D icons** floating around the appropriate Hand::

Gravity Programing Accessories: Suspense.



9.) Mouth done in Post

A **Mouth that is widened**, so that every tooth has a **tooth sized gap** between themselves.

The teeth are very nicely shaped, with an iridescence pearly white appearance that has a tiny bit of silver in the color that is faintly blue or purple.
(Like the Car Paint that changes colors as light hits different sightings)

The Wire part of the **braces** will cross the teeth BUT the brace will not:
Creating a wire line across each tooth...

The Brace part will then be suspended in the air between each tooth. (never touching)

Each Brace will then be attached to a **3D Icon/App Object**,
The brace holds this object/button in suspension between teeth,
Never touching any mouth material.

(I Have not figured out the icons yet but I want them to feel like Concept Apps and Tools)

MORE PROPS AND ACCESSORIES

1.) Theres a Tradition in New Orleans where people pin money to the shoulder of a birthday.

I want to Pin Ashland with **3 credit Card substitutions**:

Based visually on **BRIC** which is an acronym used for Brazil, Russia, India, and China: when talking about them as countries in a similar stage of newly advanced economic developments.

I want to parallel this with my feelings about New Jersey, Florida, and California **NFC**:

Which I think are states at a similar stage of self-reflective premature learned tween angst self marketing and club humor.

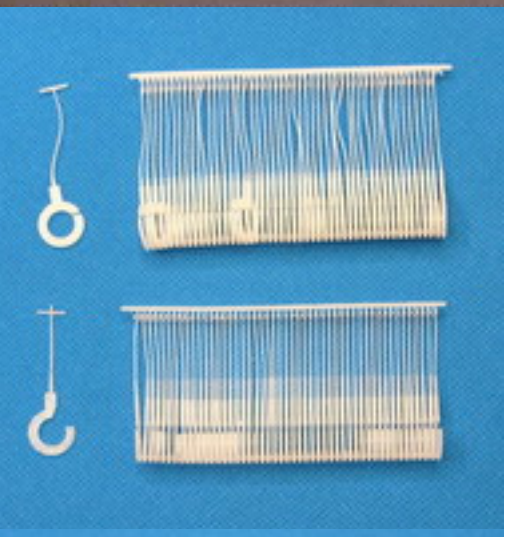
A State and a Country will Merge within the structure of an American Express Card.

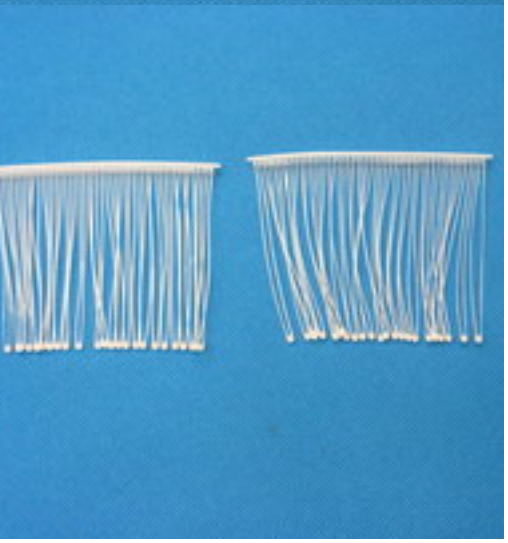
We probably need to shoot Regular American Express cards in the shoot so that we can change the image more easily in Post

What one of the cards could look like :::

But: I would like them to be more Choreographed than this...

[Brazil and the State of the Internet based time travel will be covered by the Face]





EARRINGS

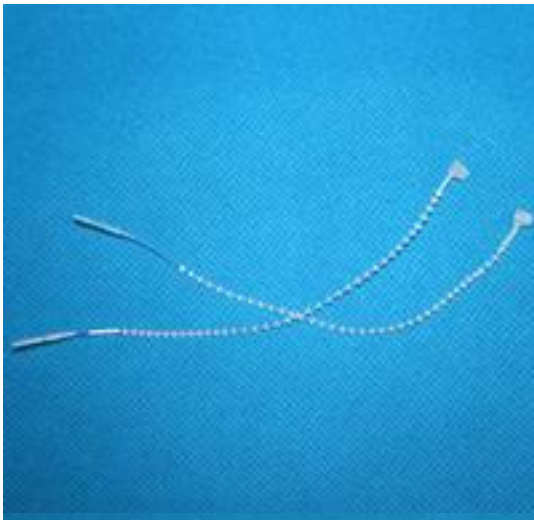
Ashland has both of his ears pierced twice I'd like to figure out a way to have **Plastic Price Tags** (with out the Paper Price Part)

As lightly dangling earrings:

These kinds of tags

Plastic and translucent

I'd like a variety so that each Ear has one or two different kinds

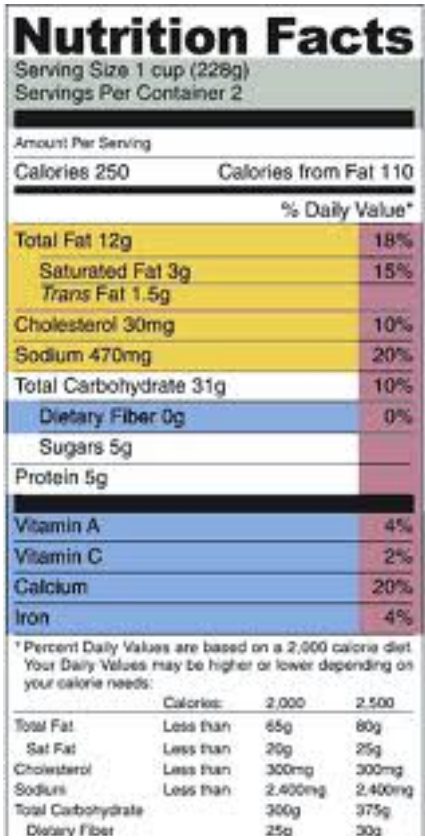


NECK

I want Ashlands Neck to feel like a **Vacant Nutritional Fact Sheet**::
Crossed with a **Personality Assessment Chart**

Numberless Percent

“Personal Tacks”
“Average Size”
“Sums Per Option”



Nutrition Facts

Serving Size 1 cup (228g)
Servings Per Container 2

Amount Per Serving	
Calories 250	Calories from Fat 110
	% Daily Value*
Total Fat 12g	18%
Saturated Fat 3g	15%
Trans Fat 1.5g	
Cholesterol 30mg	10%
Sodium 470mg	20%
Total Carbohydrate 31g	10%
Dietary Fiber 0g	0%
Sugars 5g	
Protein 5g	
Vitamin A	4%
Vitamin C	2%
Calcium	20%
Iron	4%

* Percent Daily Values are based on a 2,000 calorie diet. Your Daily Values may be higher or lower depending on your calorie needs:

	Calories:	2,000	2,500
Total Fat	Less than	65g	80g
Sat Fat	Less than	20g	25g
Cholesterol	Less than	300mg	300mg
Sodium	Less than	2,400mg	2,400mg
Total Carbohydrate		300g	375g
Dietary Fiber		25g	30g

Maybe we can Merge Health words with Mentalities and adjectives.

Example: Saturated Grasp %, or Pliant B %

In The middle of this there would be a **Personal Cause Donation Banner as a Choker** some how incorporating **PayPal**.

An “Asif” Baby (Mostly Post)

This is a **Post-Body** almost **Prefix State** that a Character in Sibling Topic’s becomes.

I was thinking we could use a **Plastic Baby** that is the real size of a normal 9month old baby? Kind of big but still clearly a baby.

We would put an outfit on it (Are there any **skimpy designer baby outfits**?) I’d like the outfit to be sharp, and dark, almost corporate and formal. Or maybe Military-ish?

Ashland would be holding this baby:: Then in **Post** we would Blur out the Face, arms and legs: The form of the clothing will still be baby shaped but the Skin is now a misty “**Data Cloud**” of some sorts (With the Word **Asif** in **Text** FLoating where the head would be)

POST BACK_GROUND & FORE_GROUND

1.) I want the **bottom of the Image** to be **lined with the top of a translucent tupperware bin** in the foreground.

2.) I want to have **10 gray transparent stars**

(Ratings)

None of them red except for maybe the tinniest left corner of the first star:: Like Below left image.

3.) **There is going to be a text that says comments disabled**

4.) **And Maybe Something to do with this Piracy Guide**

5.) **Zero Views on the Babies Shirt**

YET TOTALLY KNOWN

6.) The background will be inspired by **Car Interior, Sun Glasses, and Consumer Friendly Editing Software Interfaces**.


PayPal
VISA
iStockphoto™
AMERICAN EXPRESS
Asif
0 Views
YET TOTALLY KNOWN
Comments Disabled

Negative Beach + Lizzie Fitch, 2010

Lizzie Fitch

Theme: **Negative Beach (The Maintenance)**

Hold Skills: The Edge Of Leg Work

Penta®
Ultra Premium
Purified Drinking Water

Props and Accessories

1.) I want to take a Bottle of **Penta Water**,

Alkaline PH 9.5, (Penta : Number Prefix)

Have the bottle filled with live Male Guppies

In Post: I want to suspend a floating **[Red] Black Berry**, in the Bottle::: And Create the look of settled **Activated Charcoal Dust** at the bottom of the Bottle (Almost like black sand)

The graphic design and brand Logo on the bottle will be re-worked to say

Past Berry ***Guppy infused Penta***

In Small Text it'll say

With Activated Charcoal from Fair Trade Fire

2.) A **Shinny Army Print, Eye Mask for Sleeping**

This will go in the Hair and Act like a Head Band

I then want to take a pair of **Sun Glasses** Masculine Yellow tinted shades, & put them on top of the Eye Mask

3.) **Earrings** : I want to put the, **First-Class Forever Stamp** on each Ear

I then want to take the **Red Circle "NO" sign** and have it really small as the bell dong part.

I then want to hang **amber mosquito fossil earrings** from each ear, forming one whole earring.

Does any one make Real Amber Mosquito Earrings?

4.) I want to do a **Pink-ish Brass Hoop Tooth Piercing**

AND a **Tooth Pick** to Play With

5.) In Post I want her Teeth to have a:
Radiant Vertical Gradient

By the Gums: a Deep Shinny Silver, and at the Tips:
A Soft Pink Iridescent Beige

Like an enhanced Cat Fish (Picture this one enhanced)

6.) A **Yellow Soccer Card** (warning),

With **Suffixes waiting to be Conjugated**,
Written on the Card::

Such As:

ed, ual, ly, ish, ity, ize, iferous, tude, ous, oid, ism, ation

7.) **Necklace**

I want to take a
Brass Chain Necklace
in the style of the ones in
the bottom left, but in the
color of the bottom right

I want to then take a
very small red wheel
(only like 4inches in diameter)

Hook it to where the Brass Necklace would normally
hook to its self by using **Two Red Key Clips** like Above Left.

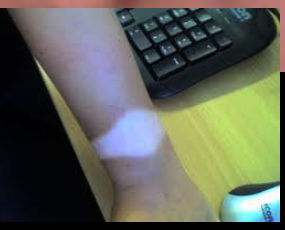
Then with a **thin chain** I want to hang
Two Gillette Fusion Razor Heads like Army Dog Tags,
so that the Razor side shows forward

Then in Post I want to have a
Hand Curser
Floating in front of the Razor with an
Arrow Curser Tattooed
onto the Cursing Hand:
On both Razors

8.) Long **Reverse-French Tip** Finger Nails

9.) In Post, or with Prosthetics:

I want to Give Lizzie an **Adams Apple**
Maybe We could start it with makeup



10.) I want to give Lizzie a **Watch Tan Line**, but no watch

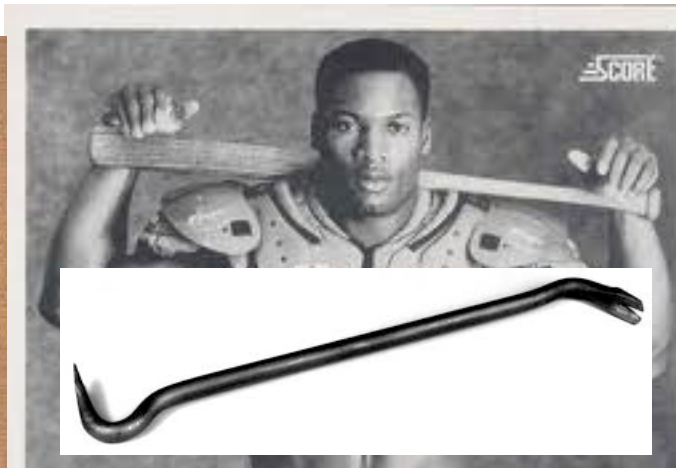
11.) On One Hand I want to take a **Black Nitrile Glove** and **Cut out the fingers** so that the fingers show through:

Then Take a **Blue Nitrile Glove** and Cut off the Whole Glove so that the Blue Wrist Part becomes a **Bracelet**.

12.) An Orange Silicon Key Chain Bracelet with a ton of Keys
This will be on the Glove Hand

which is the opposite hand as the Tan Line Watch Hand

13.) A **Crow Bar Covered** in **Sun Screen**



Clothing

1.) I'd like to take this **Ann-Sofie Back Shirt**, Cut off the Sleeves down to the belly... I then want to use one side of this shirt and merge it with one side of the **Gray and Blue Dries Van Noten Shirt** to the Left. I'd also cut the sleeve off this shirt to the belly.

She would wear this open with a **Black Bikini Top** like the image at the bottom right.

I'd like her to also wear a **Warm Colored See Through Mesh Shirt** in Contrast to the Blue Mash Up::

like the **Pink Mesh Dries Van Noten shirt** on the Top left.

It would be **great to get a variety**: some to try over the outfit and some under it

In Post I want to **Merge The Home Depot logo with the Mexican Flag**, And have it look like it's Transparently yet richly printed into the clothing. OR at least fused in some way...

2.) Blue Faux Denim rimmed yoga Pants

HAIR
I want Her Hair to be something like This **(WIG)**

Face
A Combination of Makeup and Post:
I want to age Lizzie Slightly: In a way that makes her look like She received a **ton of well done surgeries**, at too young of an age. **So that she looks 46**

But it's really unclear if she got to 46 From 60 or 30

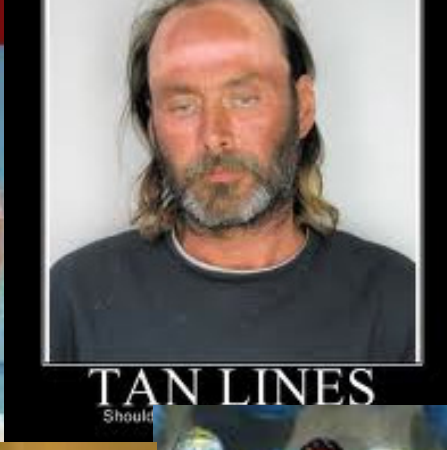
I'm thinking we could achieve this primarily with **contour makeup**, & the way we treat lips and Jaw/ Cheeks in Post

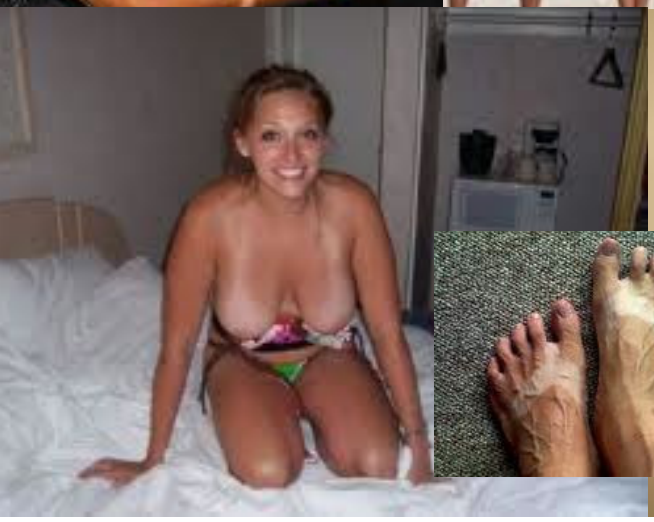
EyeBrows

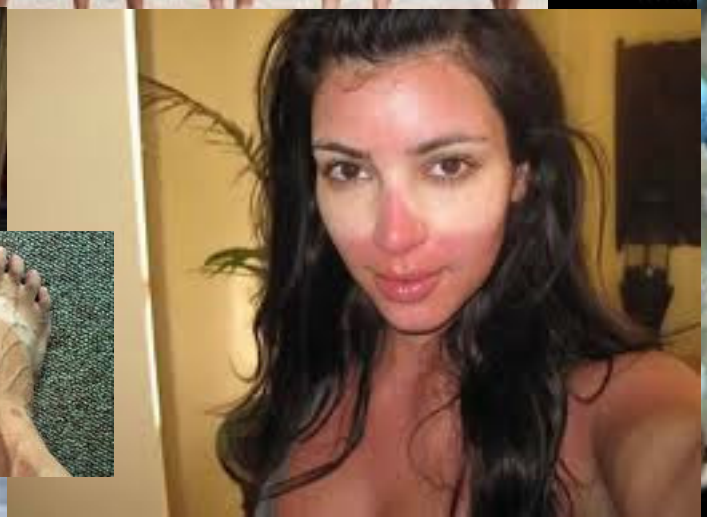
Same Color as Hair, Nicely Shaped on the Thicker Side

EYES: I want her Eyes to fade from **Gray Near the Pupil to Construction Orange**

Lip Stick: I want Lizzie to Have **Construction Colored Orange Lip Stick**







SKIN

With Lizzie's Over All Skin I want to Give her a TON of **customized tan lines and Tan Gradients**: Eccentric Contouring: Done in a way that is strangely desirable

Ex: Chocker Tan Line, Sunglasses Tan Line, Lolli-Pop Stick Tan Line, A Tie Tan Line, Back of the Hat Tan Line, Bra Tan line that doesn't match Bikini, Belly Button ring Tan line....We Can Brain Storm a lot.

I want Her to have **all kinds of tans**

Ex: **Burns, Bronze, Gold, Olive, Brown**

And I want things to **fade in and out really organically**
:**Satin skin**, I want her to look a little **Wet, and Beached**

Facial Basics

Keeping in mind the plan for **Plastic Surgery and Tan Lines**: I still want to some how figure out a way to do **Reverse Contour Makeup**:: So, The **opposite of these Pictures**:

Maybe not the whole face:: But it would be great if we could figure out a Good Moment of this looking really Decisive.

BACK GROUND

A Note about all Back Grounds

(The Model may have arm parts or body sections in a State of Transparency to blend and merge the space like the image to the top right)

For **W** I will most always have the Face and Hair Opaque: Any Transparent Moments will be from the Neck Down

Lizzie Back Ground

Oil Spill Amber Waves, Park Bench Wood and Metal, Green-ish Blue Reusable Plastic Water Jug Material and Shaping:

A Screen Window, and a FLoating Handle Door Knob right next to a Floating Round one

I want to take the look of either the Yellow, Orange, Purple or Pink/ Gray **Army Out fit**, & Construct it in Post to be a **Body Drop Shadow** around the Right side of Shape: Like Drop shadows in Font Design.


" "
" "
LY ISH
ITY IZE
OUS ISM
ATION
THE HOME DEPOT

Again Pangaea + Telfar Clemens, 2010

Telfar Clemens 

Theme: **General Control (Again Pangaea)**

Globalese with out Imposition : Location Camo

CLOTHING

1.) Can you think of any Interesting **Designer Sports Bras**? That are more exciting than these?





Or **Tops that are tight and crop top like**--- Or could be cut to show the belly button

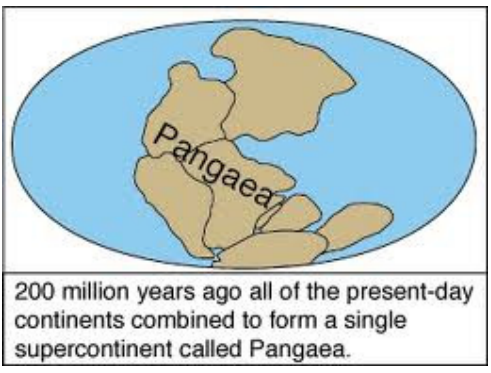




In these tops I'm looking for a mix of fabrics and materials that feel like sports, or "New Material" In colors that are natural yet enhanced Like Chestnut, Yellow, Brass, beige, blueish black, silver/tan, gray/white, Green (I'm open) **(I'd like a variety to experiment with and search through)** A couple loud ones thrown in would be good

I would like to take two different tops: & **cut them to be merged** between the breast.

I'm going to then take a **(Telfar) Transparent Plastic Bag** and Turn it into a see through crop top over the merged shirt. **Variety of transparent grocery bags?** Telfar is wearing one of his bag tops in his picture, but it's not transparent



200 million years ago all of the present-day continents combined to form a single supercontinent called Pangaea.

In Post: On the Bag I'm going to have a CGI Earth, compressed back into a Pangea state. With the Recycle symbol (Done in a way that also feels like the digital loop symbol) around it with the words :
"Easy Back Ease" or "Back with Ease" or just "Again"

I also want to have a tag that makes **Net-Neutrality** seem like a Brand... SO maybe I'll need to have **a Tag made with this logo on it** that I can attach to the shirt.
like a price tag

2.) Pants: The Pants will barely show, but I would love to have these pants to pick from/ In particular the two on the left.

3.) I also need a **Potato Bag**

4.) These Shoes? In Case a Leg Goes up

Jewelry

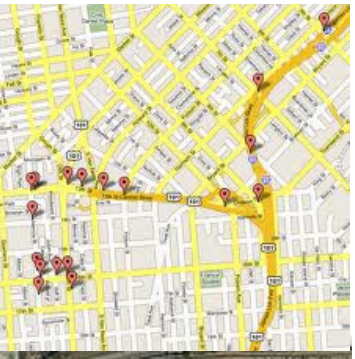
1.) I need a **Zipper NeckLace** and a bunch of **IUD's**

I want to add the IUD's to the Necklace: When Picking IUD's it's important to find out what the **most common shape/form** is, to help increase the chances it'll be noticed as such.

POST we could make them look like they are made by energy drink companies such as 5Hour and super impose the GAP logo on them...

MAKE UP, Hair, and Some more Accessories

1.) I want to give him **French Tipped Teeth**
(not sure if this needs to happen in Post, During, or Both)



2.) I want to make **Telfars forehead longer**, and for his **brow to enlarge** (Post)

3.) (Post, During, or Both) I want Telfars Skin below the neck line to translucently: like a faint tattoo have **google maps or satellite maps in the skin where shadows would be**.

4.) I also want his **hands** to look like they are made out of **Basket-ball material** (This could be in post unless you know of a designer clove made out of basket ball?)

5.) I then want to have **finger nails** on the cloves or on the hands that are **computer screen blue**. In post I want to make them look like a computer that just got turned on.

6.) I'm going to have DIS design Palm Piercings that somehow relate to organizational tools

7.) With makeup I want to do a lot of faux **man-scaping** Such as an **Interrobang** in the place of a **soul patch (Post?)**

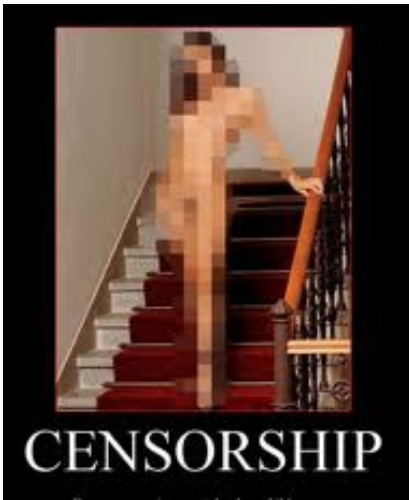
8.) I want to wrap his neck in a thin layer of **bubble wrap** like a wide **chocker** and have the logo for **Proactive Solutions** on it.
or at least the words Proactiv Solution

9.) I want to **darken the skin** on his face and then have it look like the **pixel digital blur censorship thing**:::

It's important that this is attempted with makeup so that I can do other forms of makeup on top of it:: (then enhance Post)

11.) I want to ad a top lip above the real top lip and let the actual top lip be apart of the pixel blur skin. **(A Floating Upper Lip) ??? Might Be Post**

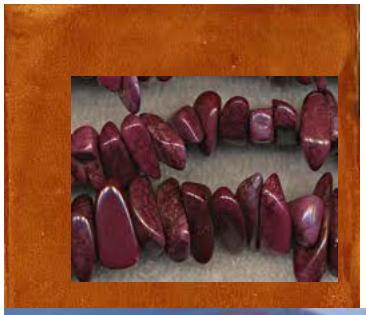
Pixel makeup Example At Bottom of PDF



12.) 

"**Google Chrome**" &"**Cross Over**" software Logo **Eye Contacts**
This could be done in post

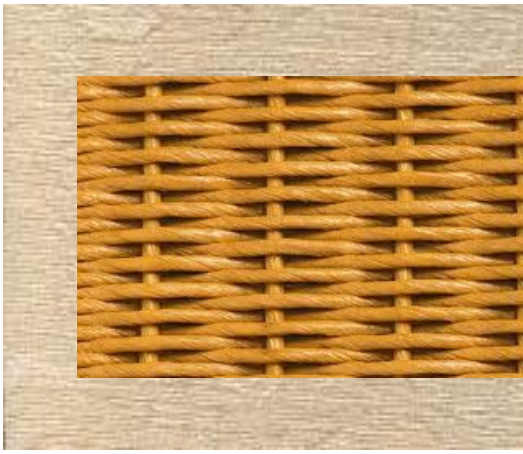
13.) I want to use a **house icon as a belly button ring**



HAIR

1.) I want each **eye brow** to be a different clay color

(Terra-cotta and maroon)



2.) I want the **hair** to start very tight and pulled up (**extensions**) half the head **beige** and the other half maybe a **muddy yellow**, it'll **go into a belt and then turn into a deep red wave** that kind of flops to one side, in a boppy way. I will use the same Belt on his **Pants** So we will need **two of which ever belt we pick**.

3.) I need **a lot of different Pony Tails** and **Scrunchies** to experiment with.

4.) I think I'm going to have his arms some what in the air:: Different than the picture above... But I'm hoping to show at least one of his **arm pits** in which I want to **man Scape into a resemblance of a Bikini wax.**

EARRING

I want two **Simple Gold Nugget Earrings**
In Post I want to Put the **Old Red Digital Clock: Zero,** on each one.

NOSE RING 24/7 Taxi Service









Props

1.) An **iPad** that I can **Glue a Pony Tail to the back of** ::

The iPad is going to act **like a hand held Mirror**

iPad: It would be great to get one White and one Black so that we can see which looks better with the rest of the outfit

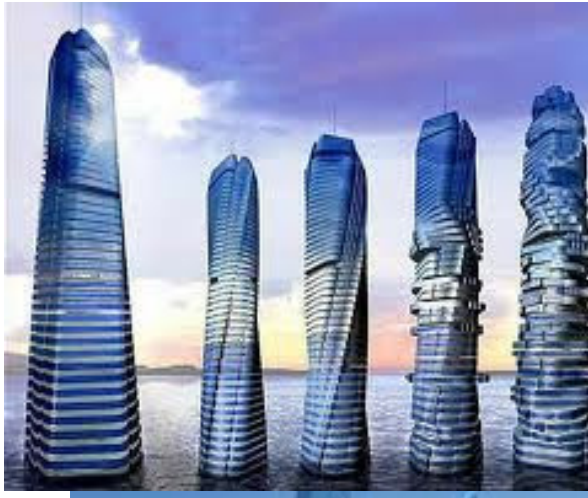
Pony Tails: It would be great to bring a ton of different colors, Lengths, and Hair Types to Experiment with. Maybe even Gray?

2.) A Carry On Suit Case that has a Earthy Green or Mustard or Bronze or Brass Metallic Look to It Like These::

The Only Part that will be in the Photo is Probably the Top of the Bag and the Handle


POST BACKGROUD

The image will have bits of back ground---I want to fill this space with a computer generated or composite of real photos of building construction: In particular fancy building construction at night, like a close up of a Dubai building being made



And I want this **Aeron Office Chair** super imposed over aspects of the image Construction and Body

But I want the shading of the Back Ground to look **Pillow**

EXTRA MAKEUP & HAIR & POST NOTES

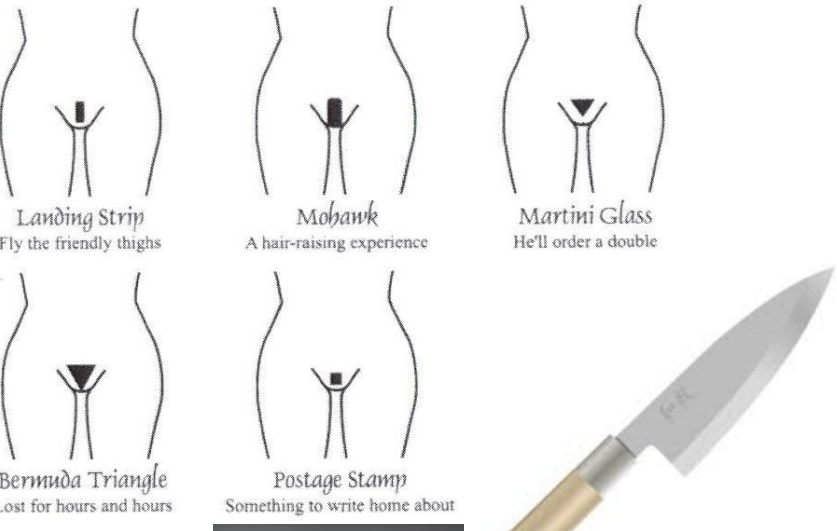
Digital Blur Makeup Foundation

A **Terra-cotta Colored Head Wrap** that Starts above the Hair line and Ends Before or at the Belt. (Not Army)

Then in **Post**: Superimpose the **Time Zone World Map**: Faintly Floating above the Scarf Mimicking it. in form & flow: but not folds

Also in Post I want to Superimpose these yellow **oakley sunglasses** onto his face in **only 25% opacity** so that you barely see them.
No See Um Shades:

For the **Bikini Pit** I'm thinking : **Martini Glass** or **Landing Strip**



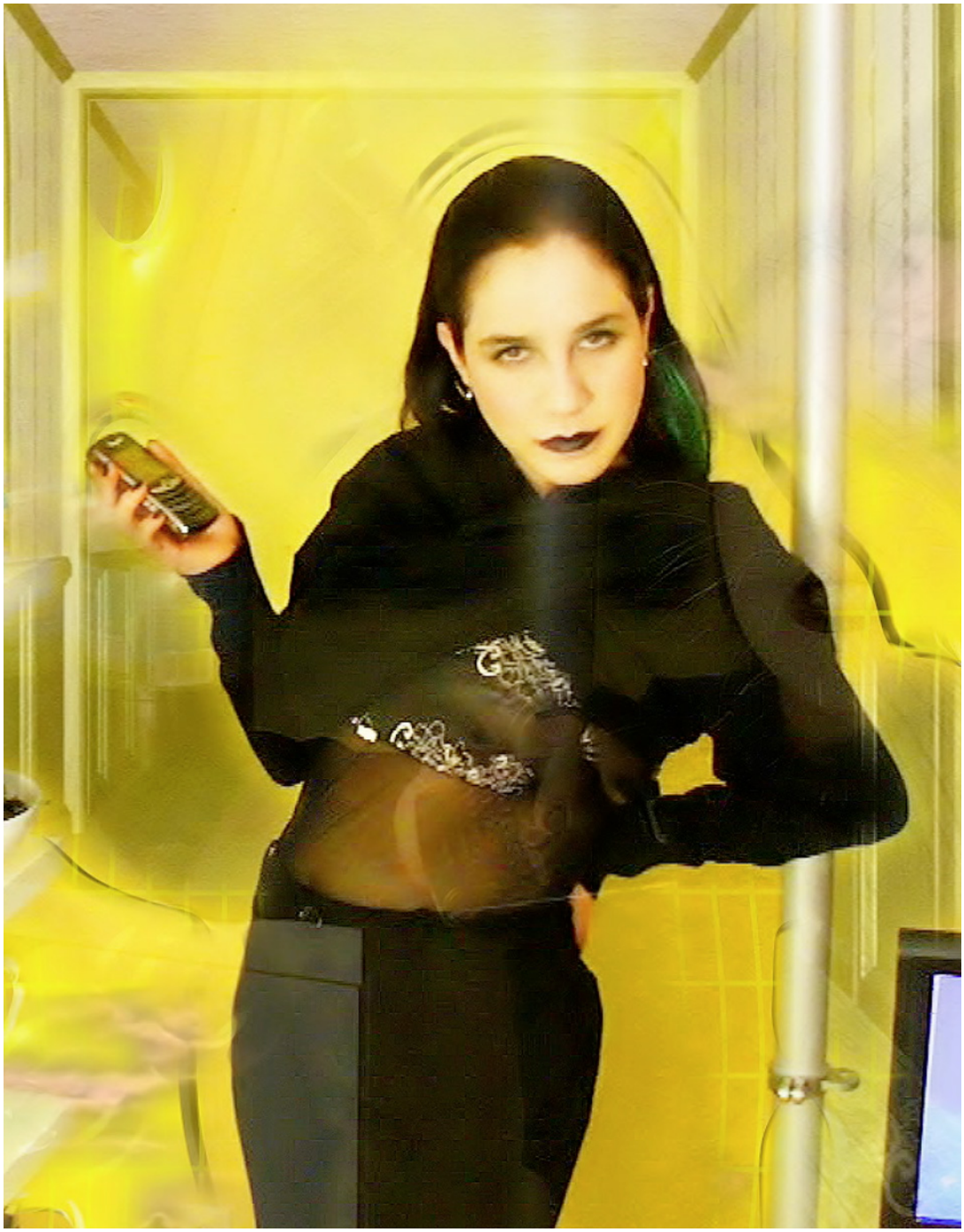
I want to take a **Red Bull Sized Can** and Print out a **Picture of a Knife** on a **Redish Silver Back Ground**:
Cover the can in it:
Then in some sort of an **Energy Font** Write the Words
"**They**"
To look like the **Drink Brand**.

A **Tattoo** of the word "**Agree inn**" on his **Lower Lip**

Post Family
Pre Hotel


Again
GAP
GAP
NETWORK NEUTRALITY
24/7

Easy Middle + Veronica Gelbaum, 2010



Veronica Gelbaum

Theme: **Crop Charity (The Non for Forfeit)**

Easy Middle : With a Capital Prop

PROPS and Accessories

1.) I want this to say "**Boxed Water Is Better For The View**"

http://www.boxedwaterisbetter.com/

2.) I want to take the **Plastic Packaging** that **comforters** shelf in; when shopped in stores like Target or Bed Bath and Beyond.

Remove comforter, turning the plastic form into a Large Bag.

I'd like to then take this **Marc Jacobs Bag**: the one on the left

[or one like this with a chain and a handle, White-ish in color, shinny reptile in feel]

Put this MJ bag inside the Comforter Bag so that the handle and chain come out the top of the comforter bag::

[Usually Comforter Casing has a hole where the handle is: to test feel the material in Store]

Once this is done, if one picks up the MJ bag from the Chain or Handle it will carry the larger plastic bag up with it...

The larger Plastic Bag will cover the MJ bag the same way a Dress on a hanger after dry cleaning is housed by a plastic cover.

This way: MJ Bag Floats above whatever items are being housed within the larger bag.

A.) The **Water Box** will then be one of the items inside Positioned so that one can read the changed text.

B.) I'd like to have the bottom of the bag full of **broken safety glass** [car window glass]

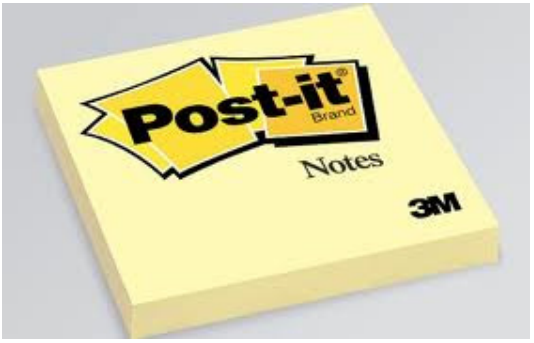
C.) I'd like to have a **Small Window** the size of the comforter bag: inside the bag framing the structure and holding it's shape.

D.) **GHV-DV30HDLXW/P**
This purse like Camera is made by a Japanese company called
Green House.

[This would go inside the Bag as well]

E.) **Hobby Lossless 143 1AB**

On a Post-it on the Side of the Bag



Hobby Loss Rule
Limits the losses that can be deducted from income (Internal Revenue Code Section 183):

Lossless Data Compression allows the exact original data to be reconstructed from the compressed data.

143 means: I love you
1AB means: wannabe

3.) I'd Really like to try and use these
Martin Margiela Money Shoes
in some way

4.) I need a mixture of **Cheap to Fancy Pens** to experiment with making an Ear Accessory.

I want to Hook a **Nice Looking Cigarette Filter** to the end of the Pen.

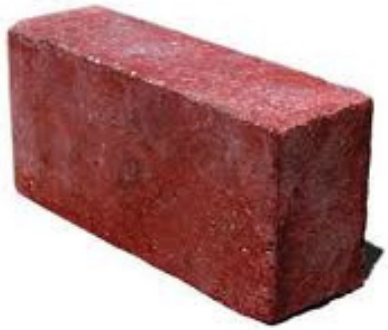
(minus most of the white cigarette part)

I then want to take a classy average sized (but on the smaller end) **hoop earring** and pierce the filter.

This will then be placed behind the ear like a Pen or a Cigarette would::

Suspending the Hoop Earring back behind the Ear.

5.) I would also like a large variety of **small medium sized hoops** to experiment with making a bracelet.



6.) 5G Network Phone :

Consisting of a **Brick** **with 5 Printed on it**

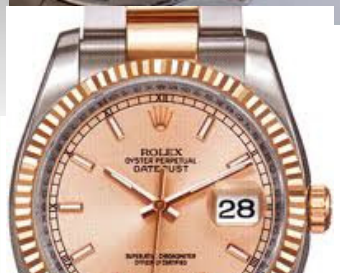
7.) A **variety of Pearl Earrings** to pick from.

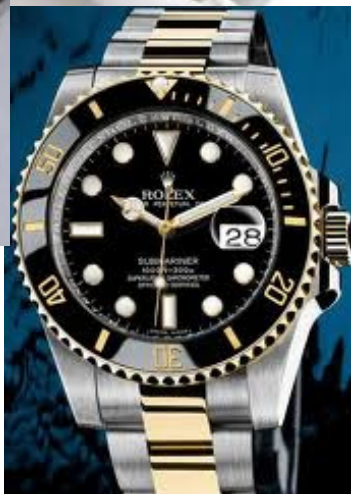
8.) A Rockless Ring : Forget the Diamond

9.) I'd like to make a **necklace out of Rolex Watches**

It would kind of look like this necklace on the Left but with watches

Only wide, masculine, metal band watches: I might chain link them, or keep them as hoops with twine





POST BACK GROUND



I want to create a **Bath Room Tile**, Wet Back Ground




Over Lay a **Transparent Blowing Curtain**

Instead of a, "**Step and Repeat**" Wall of event sponsors


I want to have a list of **Airlines, Auction Houses, and Search Engines**

As a kind of "**Step and Move-on**"

CLOTHING

A fully cohesive designer outfit,
Something both Masculine and Feminine at the same time
(Could be made for either a male or female),
Something with a really Interesting Cut, Shape, Quality and Form:
Something Formal Yet Casually Avant-Garde

Below are some pictures I grabbed from a Quick Google Search:
None of these are exactly what I'm talking about..
But I think it gives an Idea or jumping off point

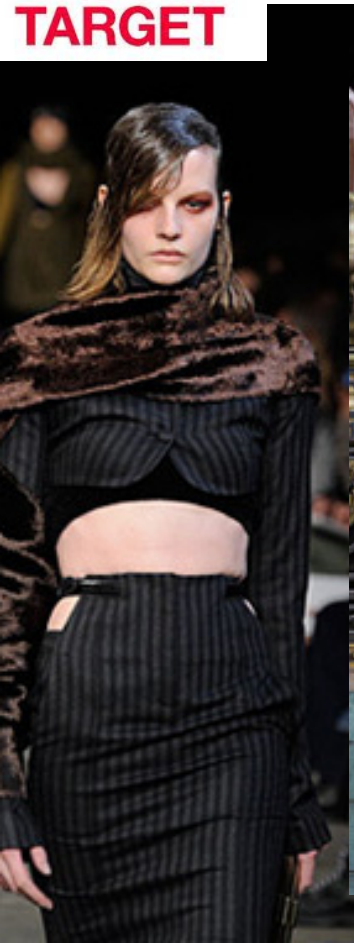
I don't want something in Black, But I think it should be Neutral in Color, or at least on the Neutral Side of whatever color it is.

I'd like it to be a well Known High End Designer or Brand

We would then Buy a shirt from **Target, Ross, Marshalls, & T.J.Maxx**
For the **Tags**

Remove the tags so that we can attach the tags to the high end outfit.

The Target Tag to the Shoulder
The other Three (brand discount stores) to the left Sleeve










Finger Nails

Each Hand is going to be Different

A.) The Hand Holding the Brick Phone will Be as Follows

Finger Nail Tape will be placed across each finger very neatly, in the Reverse French tip position Like above right image.

The top part of the Nail will then be painted **Blood Red**, It's important to pick a color like the side Right, that feels and looks like wet blood.

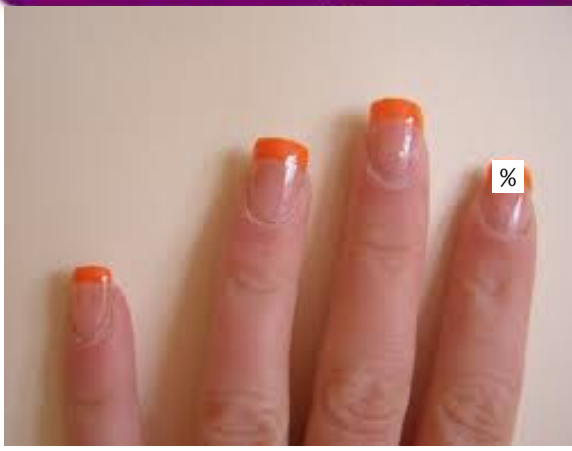
The Finger Nail Tape will stay on.

This is the Hand with the Diamond-less Ring

B.) Her other Hand (Holding the Bag) will have **skin tone finger nail polish with a Medium Gray Tip**

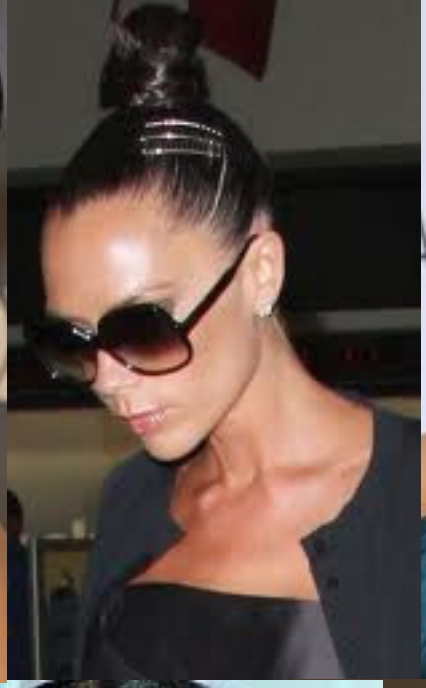
(It's important that it matches her skin perfectly: The nail person will need to bring a variety of pale skin tone polishes) Might need to fix in Post

I want it to look like the finger texture changes from skin to glossy glass but the color, tone, and hue doesn't change at all.



The Picture on the right is not completely "right", but it's the only image I could fine that is close: Picture the Orange Part as a Medium Gray.

Each finger nail Tip will have a **Black Percentage Symbol within the Gray.**

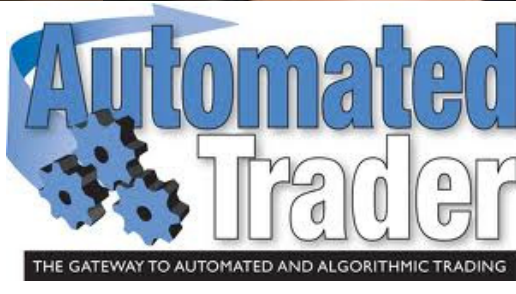



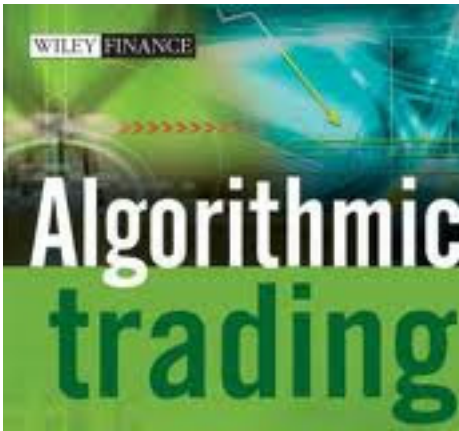


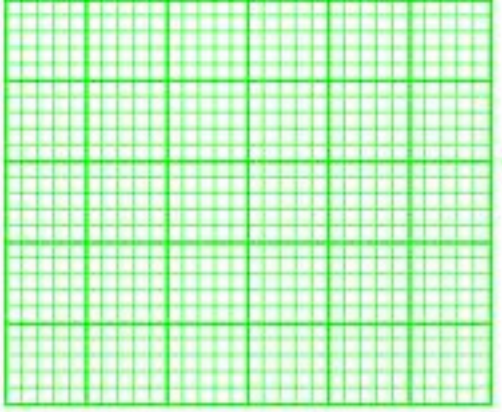

HAIR I want Veronica to have a **Very Clean Severely Tight Bun-ish Do**, It would be great if the Bon was bizarre yet refined and noticeable: I would like to use it as a sight for text in Post : Something about **Algorithmic Traders**

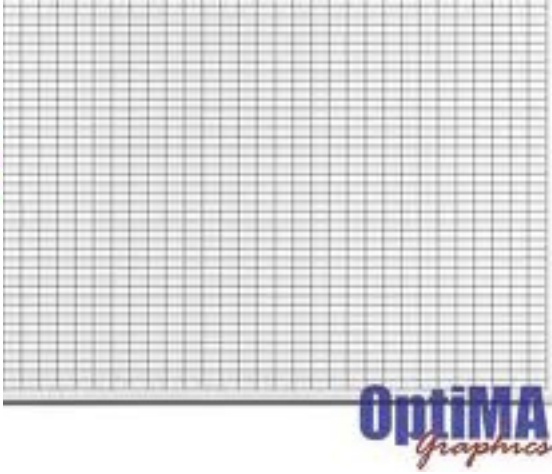
I'm open to exploring hair color (depends on outfit), I want it to be a **deep natural color with a very un-natural highlight**. In Post I'd like the Hair around the face to feel slightly **Plaid** and then for that to fade away as it gets closer to the Bun.

So that it feels like she's wearing the idea of a head band like the image on the left.









EYES I'd Like her bottom Eye Lashes to be longer than her top eyelashes::

Maybe we make the top ones thicker but not longer, and have the bottom ones be medium in thickness but longer.

In general I want Veronicas makeup to be really Classic in sensation, refined while having a quality of financially substituted features...

No matter how far out something sounds I want to do it in a way that seems sensitive, sharp, corporate, evening, and sexy.

In **Her eye shadow I want to have a Grid** that fades away as it gets closer to the skin out side of the shadow. It's important that this grid looks like an impression from staring at charts for too long rather than some sort of geometric eye fashion thing.

SO maybe her Eye colors should be inspired by the colors within financial charts and word processing.

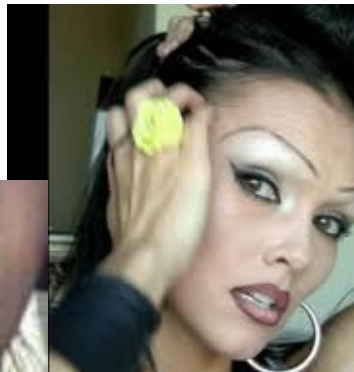
And Maybe her Eye Brows could be Groomed in a way that feels Chart like, (But not Cartoony or Clowny) Maybe it would look good if we made her eyebrows slightly thicker?

In Post I would like to take her eyebrows And have them fade from HAir to text based on Jail Tattoo Ink Quality (Maybe one Eyebrow would say "After" and the other one would say "Later". Not sure yet

BASICALLY: I think the eyes will be a great place for me to collaborate with the Makeup artist to come up with a classy look that is inspired by **flat lined financial charts and organization software such as Mac Numbers**.
A wink away from extinction (**Maybe a Jail Tear**)

LIPS I'd like to have Veronicas **Lips Lined with a black or Blue Metallic color that looks like ink**. (Chola Style) The actual Lips should look like: **High Gloss Photo Paper**:: It would be Great if there was a **very faint step and repeat HP logo in her lip**.

MOLE I want her to have a Copy Right Mole with the no Sign in a very sexy location

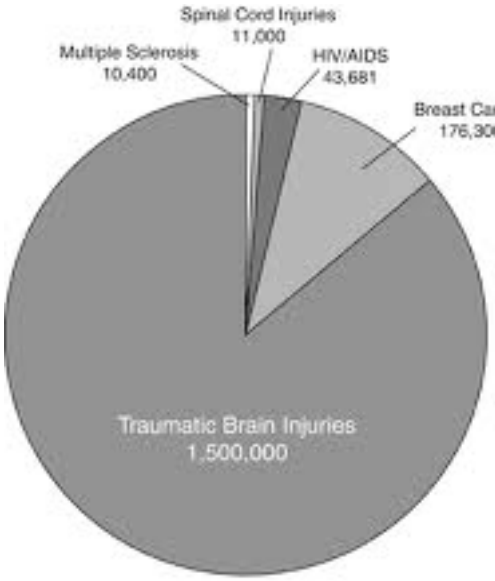


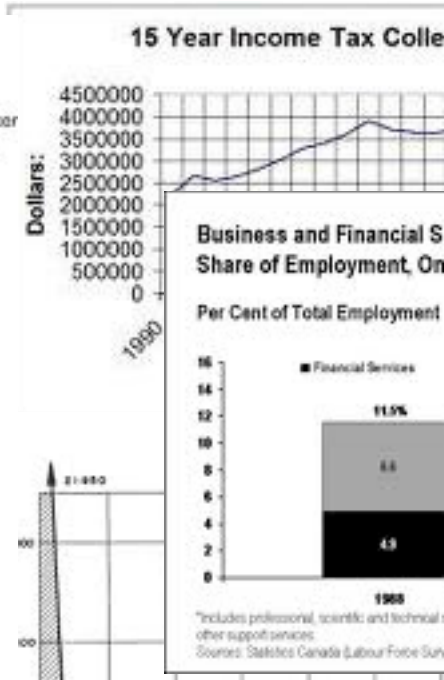
SKIN I'd Like her to be a **Golden Olive Bronze Light TAN**, on her Arms and Neck:: But from the Base of the neck to the Jaw Line I want this tan to **Fade into a PEARLish Pale Color**. With a Cold Warmth to it
Face is Pearl

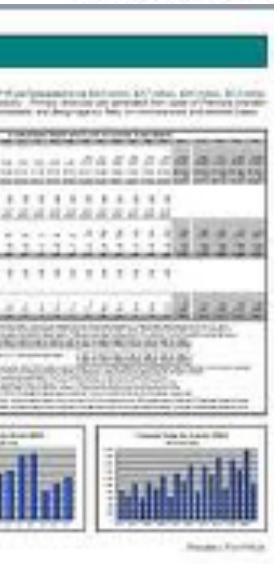
MAKE UP IN GENERAL

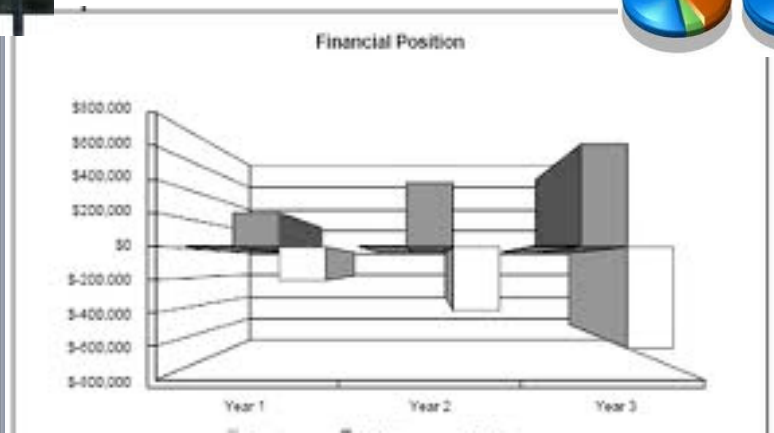
Below are some Reference Materials::: Whatever we end up doing needs to Some How feel like Finance, Word Processing, Pearls, Jail and Classic Beauty.

I Want Veronicas Aura/Vibe to feel 40/Professional, But I want her Skin to look 19










after
later
Hobby Lossless
143:1AB
BOXED WATER IS BETTER FOR THE VIEW.
5
AUCTION
DELTA
Primet
BELAVIA
AIR CANADA
HOTBOT
CentreInvest Group
Expedia.com
TARGET
Deutsche Börse Group
Lufthansa
CARO GROUP
cargolux
Auto Trader
Your car is waiting.
Trading Assistants
Sky
AEROHONDURAS
WebCrawler
Sotheby's
EuroBlue
dinoflex
DM GROUP
Midway AIRLINES
Continental Trade
Siberia
metac

Credits

Creative Director: Ryan Trecartin

Postproduction: Pascal Dangin and Michelle Lueking

Photography: Sebastian Kim

Hair: Brent Lawler

Makeup: Pep Gay

Manicures: Honey @ Exposure NY

Set and prop construction: Jason Curtis

Digital technician: Kinya Ota

Fashion tailoring and material consultant: Lauren Devine

Massage flip'flop shoes: DIS magazine editors David Toro and Solomon Chase

Compositor and file consultant: Ryder Ripps

3-D oil wave model: Sally Thurer

3-D porch screen model: Tabor Robak

Photography assistants: Zach Michael, Paolo di Lucente

Associate accessories editor: William Kahn

Associate jewelry editor: Nicole Keating

DIS magazine (online publication of instructional PDFs): Lauren Boyle, Solomon Chase, Marco Roso, Nick Scholl, David Toro, Patrik Sandberg, S. Adrian Massey III

Special thanks to: Michelle Lueking at Box, Elizabeth Dee, Sally Thurner, Tabor Robak, Nicole Miller, Jennifer Behr, Abakus, Ed Hardy, David Samuel Menkes, Gap, Diesel, Alexander Wang, and Nike.

Ryan's Web 1.0

A Lossless Fall

Ryan Trecartin