

The animation JA (YES) was made for viewing on a video advertising screen in public space. The work is based on 25 phrases with exclusively positive content, which run in a very high frame rate. Synchronized with the terms numbers are shown, which were generated with an equation.



JA, video installation, duration: 17 sec, infinite loop, installation view Gerberstraße Leipzig, Germany, 1994

The 25 phrases and their respective word-values were shown in repeated cycles at such a speed that they melted to a kind of typographic plasma and are only fleetingly legible.

Quality (word) and quantity (number) function as counterparts within the installation. The medium is the message - advertising is reduced to its formal elements: the claim and the price. By presenting of both elements in an ad space without the aim for sales, advertising is being questioned. Yet it's esthetics are also being celebrated at the same time.

Simultaneously with the video installation a set of 25 postcards with all motifs was published.

$$W = \frac{(bw1 + bw2 + \dots)}{\beta * S} + 1$$

W: Value of Word  
bw: Value of Letter (A=1, B=2, ...)  
 $\beta$ : Value Stabilizer (2,6111)  
S: Number of Addends

Equation for generating word values

FORTWÄRTS | 2 SIEGER | MIT | ÜBER | EXTRA | DIREKT | TL  
 DILLBOARD | 2000 | PERCENT | (WEICHE FREUNDEN) | GLANZ | HART  
 FRISCH | 1000 | SPASS | AUFSCHÜBLUNG | GENÜ  
 POSITIVE | ATTRIBUTE | FREUCHTEN | MAGISCH  
 (NEW) | (FEST) | (DER SPEC. ÄSTHETIK DER VERBUNDEN ENTWICKLUNG) | HELL | EDEL | INTER | FE  
 RAV | SCHON | (ERHOLUNG) | GLATT | SAT | DER SCH  
 KATIV | JA | GESUND | TREM | ALLES | FREI | SUPER | IDEAL | BESTEHEN  
 REICH | GOLD | SONNE | VIEL MEHR | FREUDE | ES ENTSTeht | VEIN  
 GUT | GENIE | LUST | LIEBE | GOTT | GESCHLO  
 SAUBER | GENERATOR | ROSIG | GLÜCK | ES PASSIERT EIN | EMBERN  
 LICHT | ENERGIE | KRAFT | QUALITÄT | BEFLEGT | CUCKER | PLUS | EINES  
 DRAMATURGISCHE | SPIEL | MIT | BEWERTUNGS | UND | DIE AN  
 INHALTEN | SCHUTZ | FIT | GESCHMACK | STRAHLEND | UND | BEBEN  
 DESIGN | WAHR | SUPERLATIVE EBEN | STABIL | MMH | INHALT  
 HINSE | WEICH | INHALT | SCHEIN | GENIE | GANZ | VERSCH  
 MITTEL | HART | TROH | SOFORT | JETZT | VORN | PUR | KARTEN  
 KERT | KNUSPRIG | EINHEIT | A | WUNDER | KEIN | GEWINN | KLEIN  
 CRISPY | HÄNDZART | GÜNSTIG | GROS | KLAR | SEIN  
 MEGA | ULTRA | BILLIG | GÜNSTIG | PANK | GLEICH | JUNG | NAHE  
 AS | SUPER | ELAN | DAZU | GERADE | KAUF MICH | NIMM MICH | VOR  
 EINGEBARTIG | FAMILIENPACKUNG | MULT. PACK.

JA, sketch (fragment)



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JA, video installation, duration: 17 sec, infinite loop,  
installation view Gerberstraße Leipzig, Germany, 1994



JA, set of 25 postcards, 1994