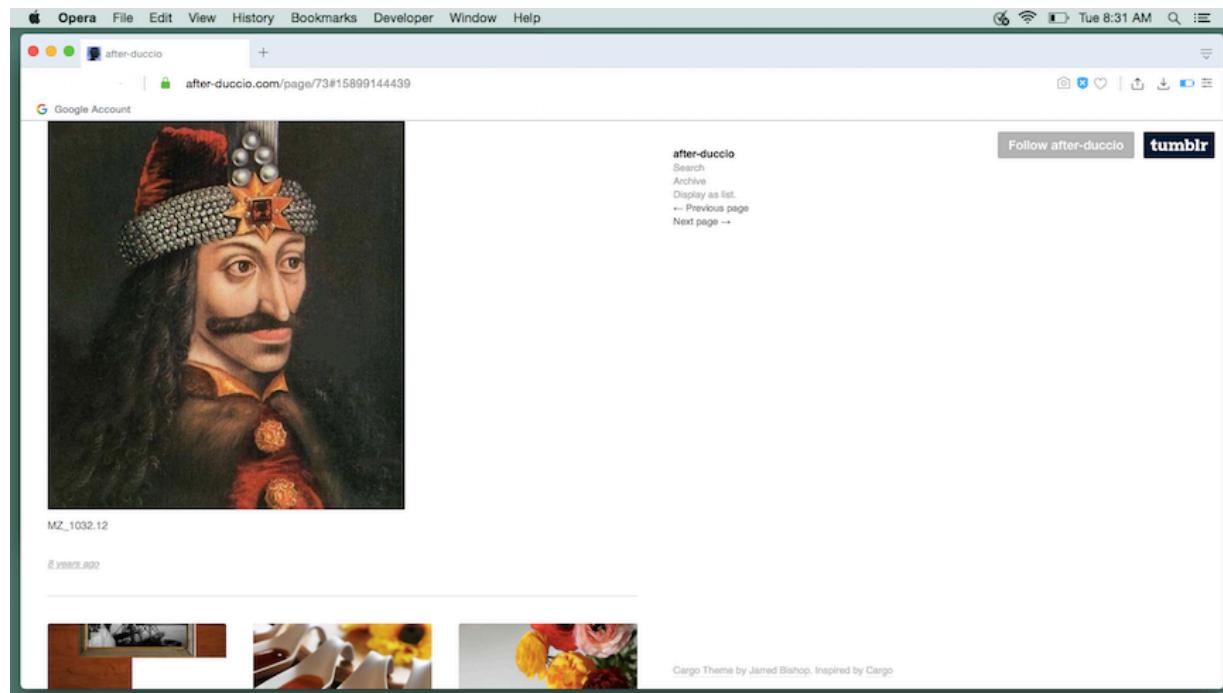


From [www.after-duccio.com](http://www.after-duccio.com)

Ventana 244

Williamsburg, Brooklyn

January 2012



Mike Zahn

[www.after-duccio.com](http://www.after-duccio.com), 2012

Uniform Resource Locator (URL)

2248 digital image files supported by a microblog platform

'Cargo' theme by Jared Bishop and Tumblr

Any given image hazards exposition of viewer and viewed parleying in myopic obsession, with the subject mistaking the profile of the object for the object itself, and the profile authoring the fiction of a subject as a form of mutual satisfaction. As a networked platform, Tumblr suggested novel ways of scrutinizing these thematics, and extends participatory sensibilities beyond normative social dynamics.

In 2012, the Tumblr [www.after-duccio.com](http://www.after-duccio.com) was included in a multi-media exhibition at Ventana 244 in Williamsburg. Linked to pages which

featured 2248 image files, the URL also gave the show its title, and as a heuristic device countered stock relationships propagated by standard presentations of one object after another. Conceived not as aestheticizing displacement, cursory appropriation, or antisocial gesture, *www.after-duccio.com*, with the popular ‘notes’ function disabled, subverted expectations in favor of other ends. Nominally pictured as a data set composed of found results shaped by algorithmic chance, its aleatory disposition outstripped the general manufacture and simple array of mere things, mindful of yet unencumbered by notions of taxonomy, genre, or style. Rendering some conventions explicit while deliberately circumventing others, *www.after-duccio.com* exceeded categorical checks, and as a performative abstraction typified by radical intransitivity brought the para-pictorial amenity of its becoming into view.\*

Digitalization invents tools which abase manual inflection, yet its technical processes never quite banish the hand. It puts a supernumerary ipseity at the service of a palpating optics which ideally doesn’t acquiesce to prescriptive applications required for output, that is, rigged as graphic displays produced in a customary object-oriented understanding. In this respect, we’re all emerging artists, and the steadfast appeal to ‘make it new’ is refreshed, with the anonymity of material glimpsed as pure potential, subsequently grasped through picture-making of the most specific kind, and implicated in how identity rises through the sequencing of a representation of an aggregate horizon maintained at the flexible limits of an actual self.

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\*Tumblr moved to delete NSFW content and ban its appearance following a decision made by the company in December 2017.