

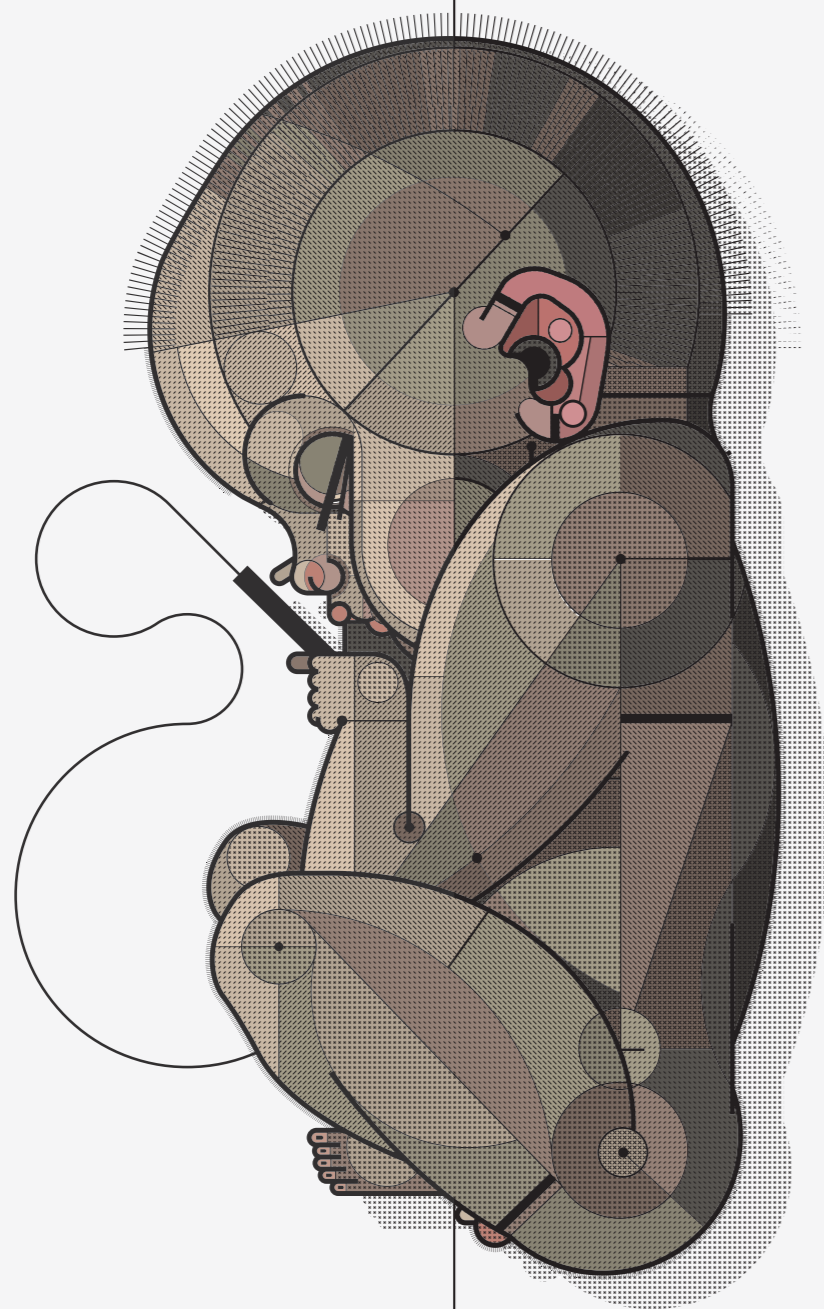
BOZACI
LTD. / 2015

FIFTEEN SECONDS OF FAME

«Talking less, texting more. Posting instead of telling stories. Getting lazy. Social online, asocial in real life. Visual diversity. Too many friends, too few meetings. Easier communications, contacts and connections. Regularly wasting time on checking phones. More knowledge by less effort. Getting news anytime, anywhere. Short-term happiness. Blind eyes, fast fingers. Temporary concerns. Online characters. Likes for likes. Reachable personal information. Staying in touch by checking profiles only. Less mimic, more smiley. Writing without thinking properly. And many more. There is nothing purely positive or negative about it. So nothing has really changed, just the way we live is different now.»

YAGMUR RÜZGAR URBAN DESIGNER, ISTANBUL TR





OF SMARTPHONES

and guns

Together with social media, smartphones have become omnipresent, fuelling the expectation for everyone to be constantly online or contactable, with very little time left for meaningful moments to reflect or deliberate. We seem to be attached to our smartphone as a baby is attached to its mother by the umbilical cord. Ata Bozaci, who bucks this trend by choosing not to own a smartphone, extends his critique of social media to smartphones.

He even once compared smartphones to guns: «Like a swaggering cowboy in the Wild West, ever-ready to draw his revolver in the face of danger, today's smartphone user never leaves home without his trusty device. Like the cowboy's gun, the smartphone is a symbol of freedom, independence and, some might say, safety. Yet, smartphones can be dangerous weapons as well, to the point where extreme misuse could even inflict terror and physical damage on our lives.»

In spite of all the critique of smartphones and social media, the artist does not fully condemn them. He recognizes that they can make our lives more meaningful and beautiful, if used appropriately. They will certainly continue to play an important role in defining how we represent ourselves.

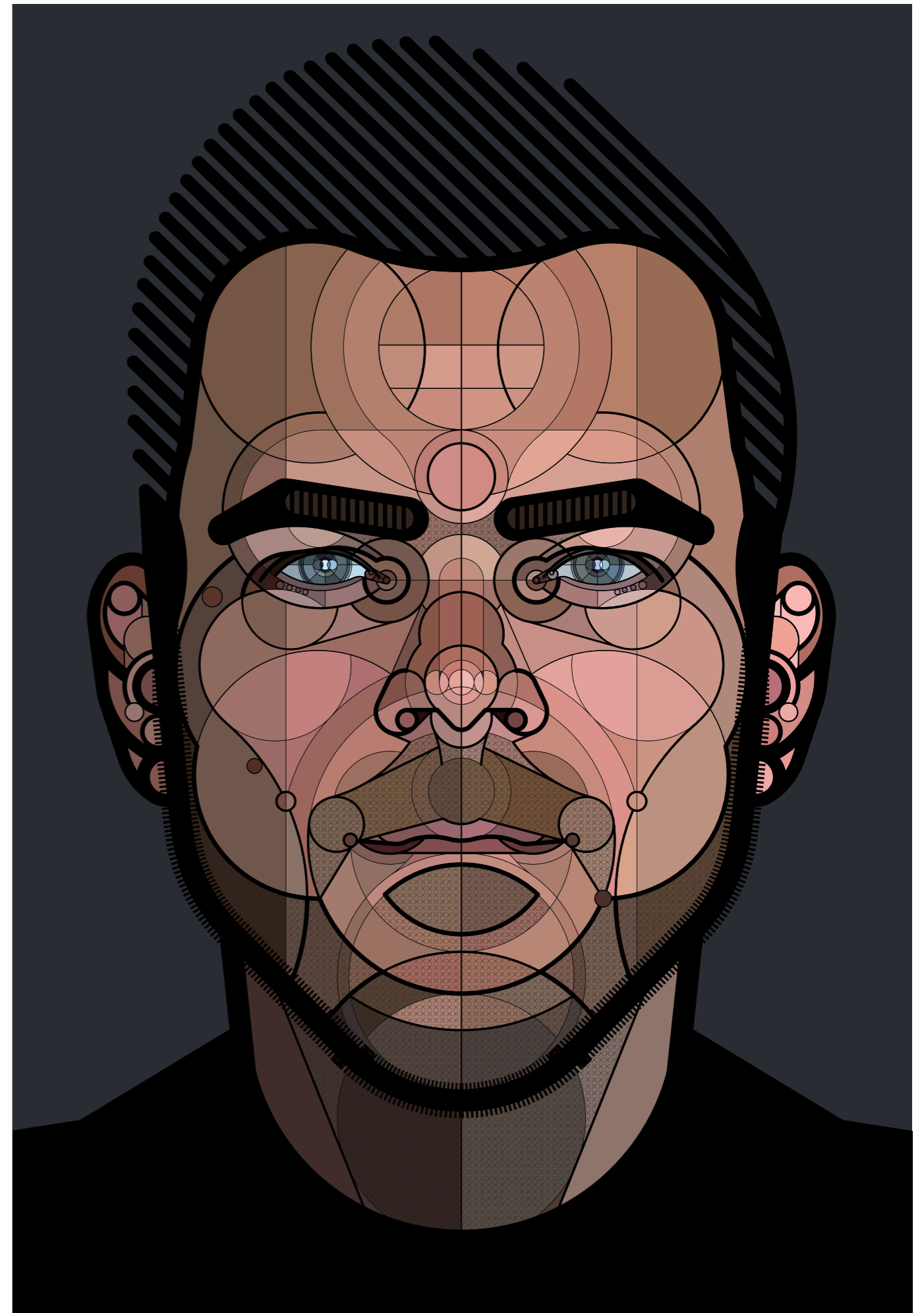
As part of his «Fifteen Seconds of Fame» project, the artist invited his friends to share their thoughts on social media. Some of their comments are reproduced in this book; they vary from the funny to the thoughtful, the social media savvy to the critical. Overall, it is a mixed bag of views, just like our daily Facebook newsfeed. The answers of Ata Bozaci's Facebook friends take us on a journey around the world, to places that hold great personal significance to him, as well as on a road trip with a rock band and a wallpainting in Morocco.

Among the portraits in the book is an artistic rendition of the iconic – and, by now, infamous – selfie taken by a black macaque monkey in 2011. A dispute erupted over whether photographer David Slater owned the copyright to the photograph, or if that belonged to the cheeky monkey. Whatever the case, his selfie is the visual proof that in the world of social media, even a monkey can get its fifteen seconds of fame.

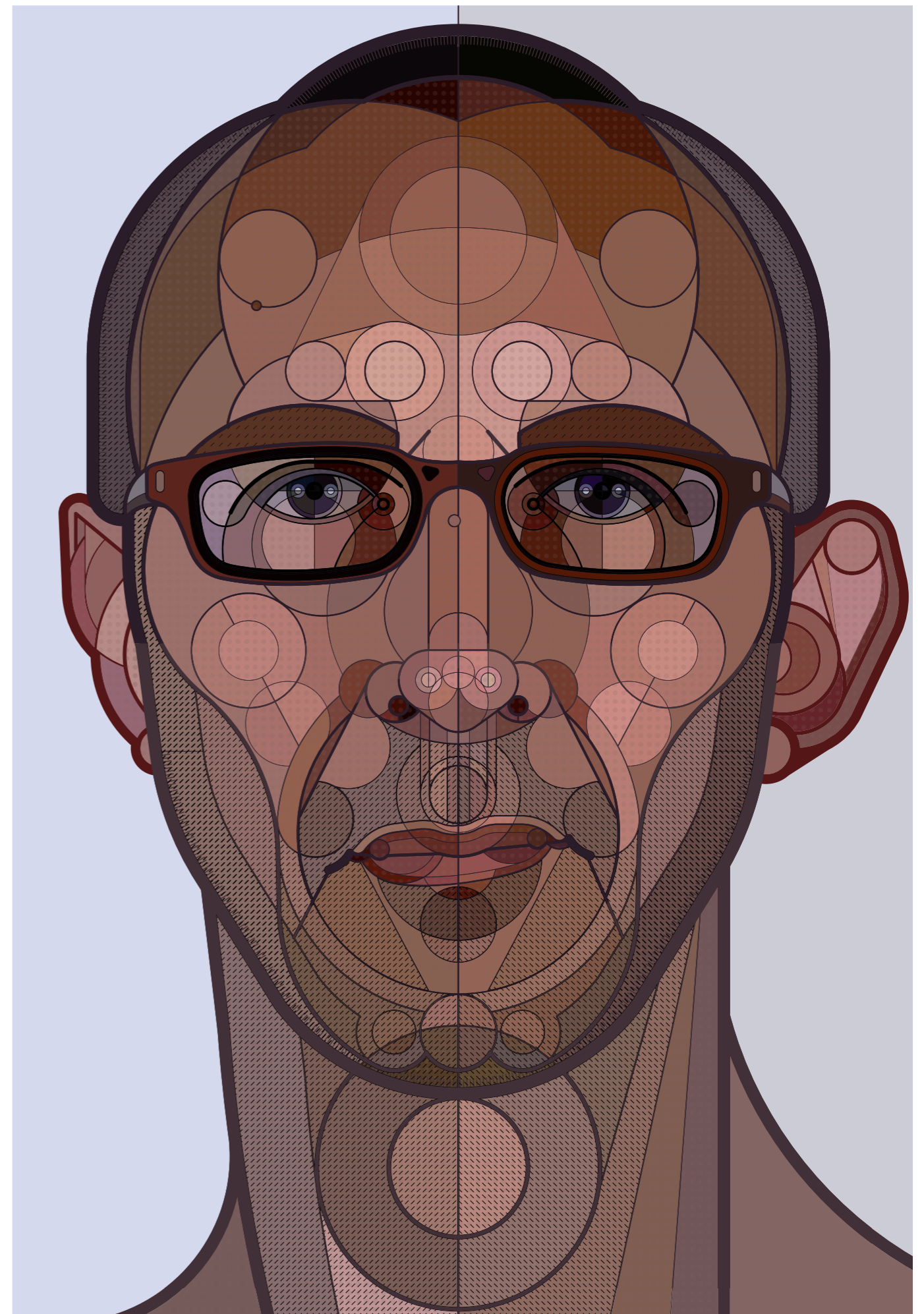


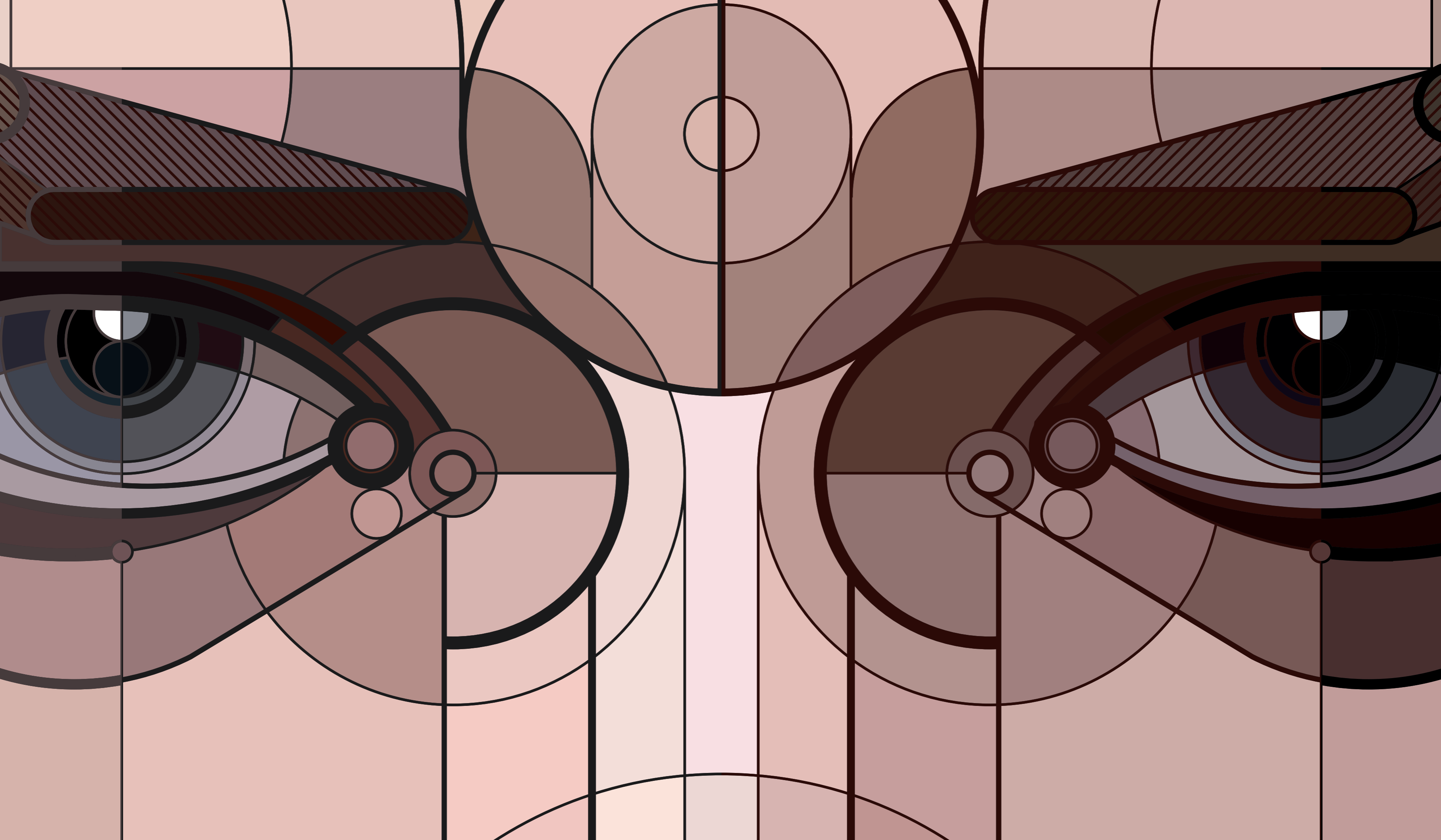
«How do you feel or see the evolution of social media, and what are the implications for our social coexistence?»

«Finally: A selfie with style. For all those who have had enough of Instagram filters and want to see true craftsmanship – and are ready to admit to their rough edges.»



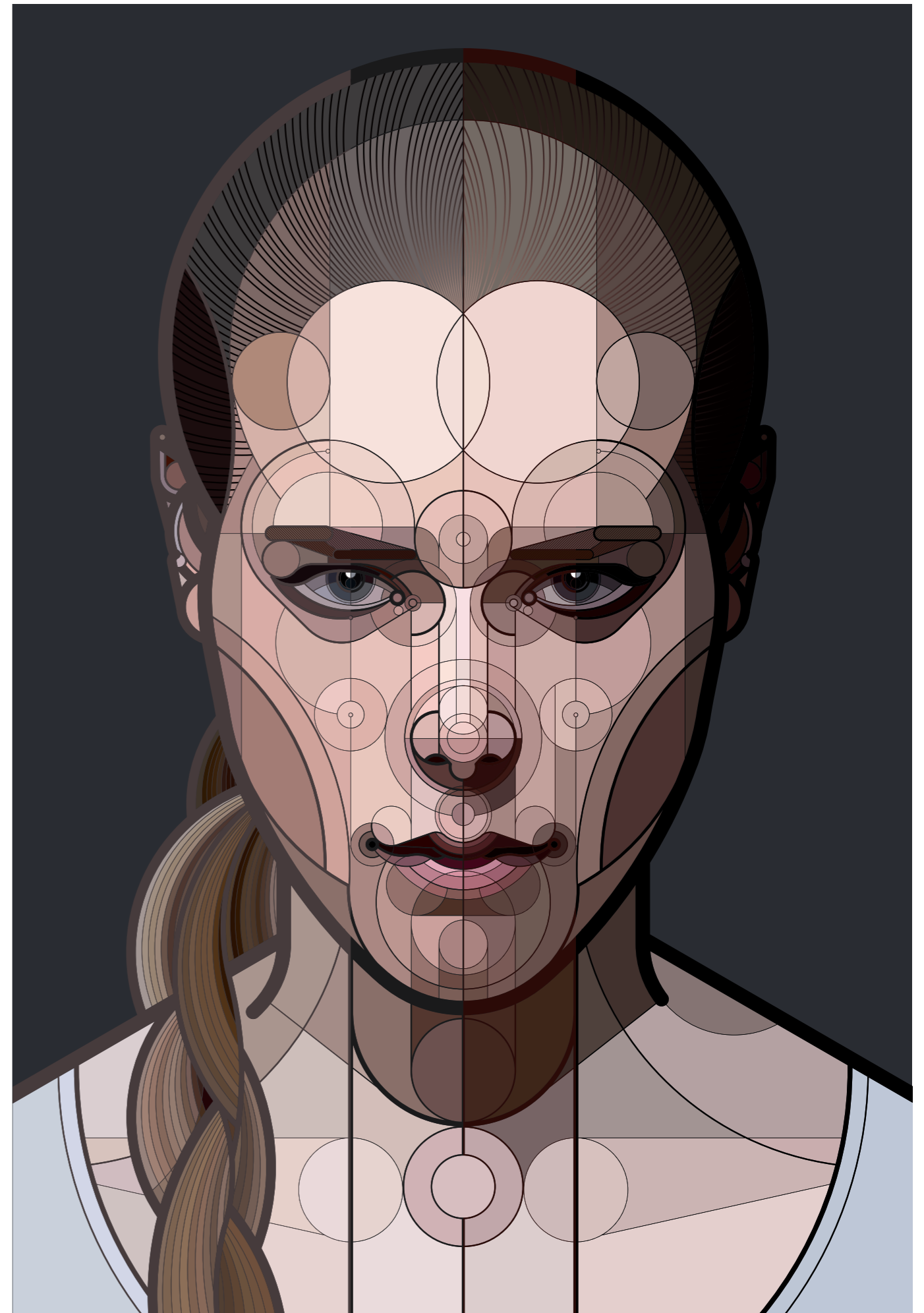
*«Many thanks for your portrait. It reminds me of the work of Gilbert & George. Only better.
It has great iconographic power. It could become a famous image.»*





*«I love interaction. Glances. The glance of a moment! Clarity and obscurity. The uncertainties of a flirt. The decisive moment.
I can't get any of this in «social media» – instead I get convenience, networks and news.
Social media is unromantic, but contemporary.»*

CAROLINE STEINEGGER FILM MAKER / ARTIST, BERLIN DE



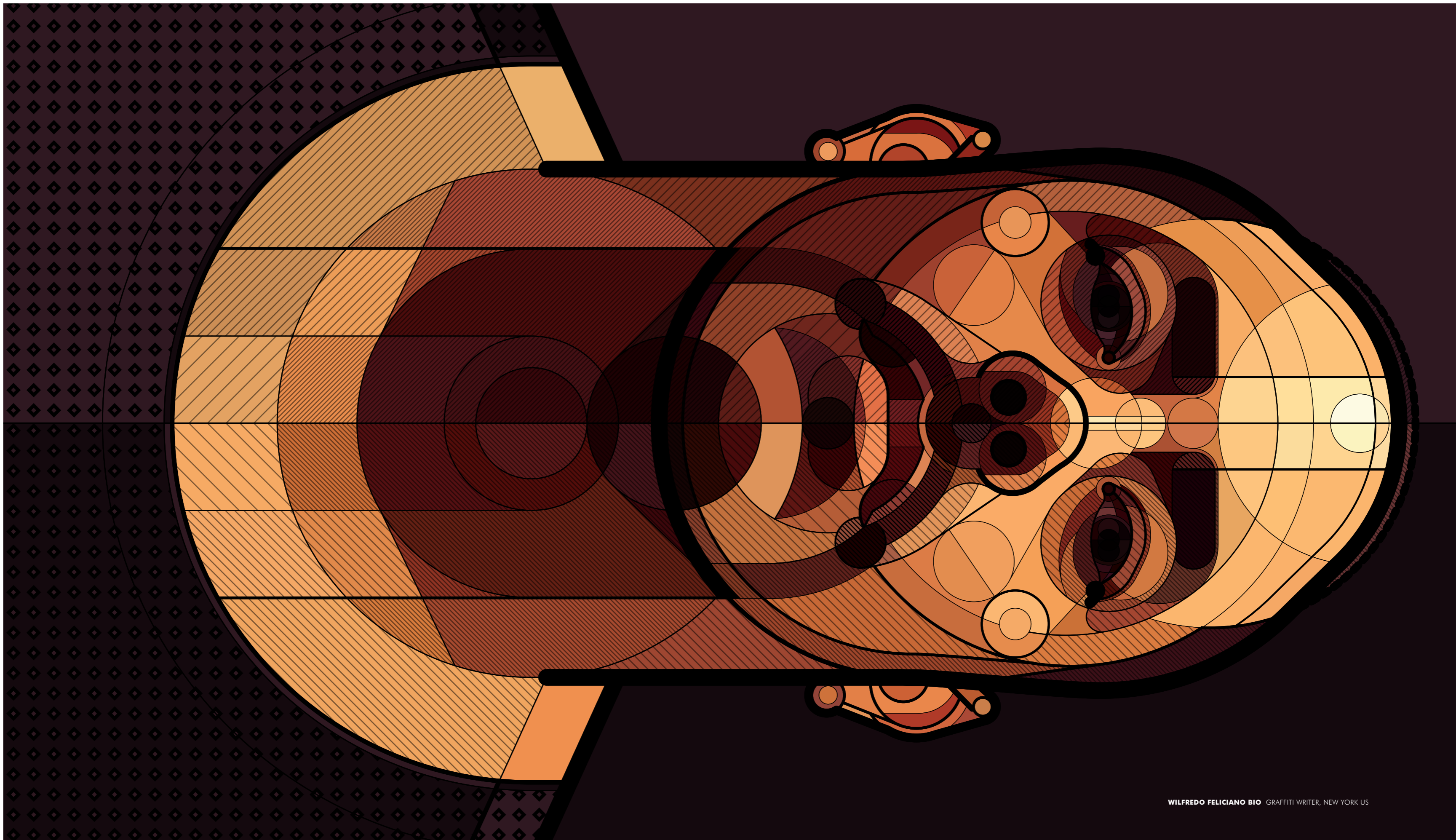


NEW YORK

WILLIAMSBURG BRIDGE

«I feel that social media has allowed us to connect on an international level and to reconnect with the past. I personally enjoy being able to connect with past friends and my international friends. But on the other end it does consume so much of our time that it takes away from real life interaction. I believe we need to have a balance in our lives regarding to social media to exist in today's world, otherwise we will all be living life through a computer screen.»





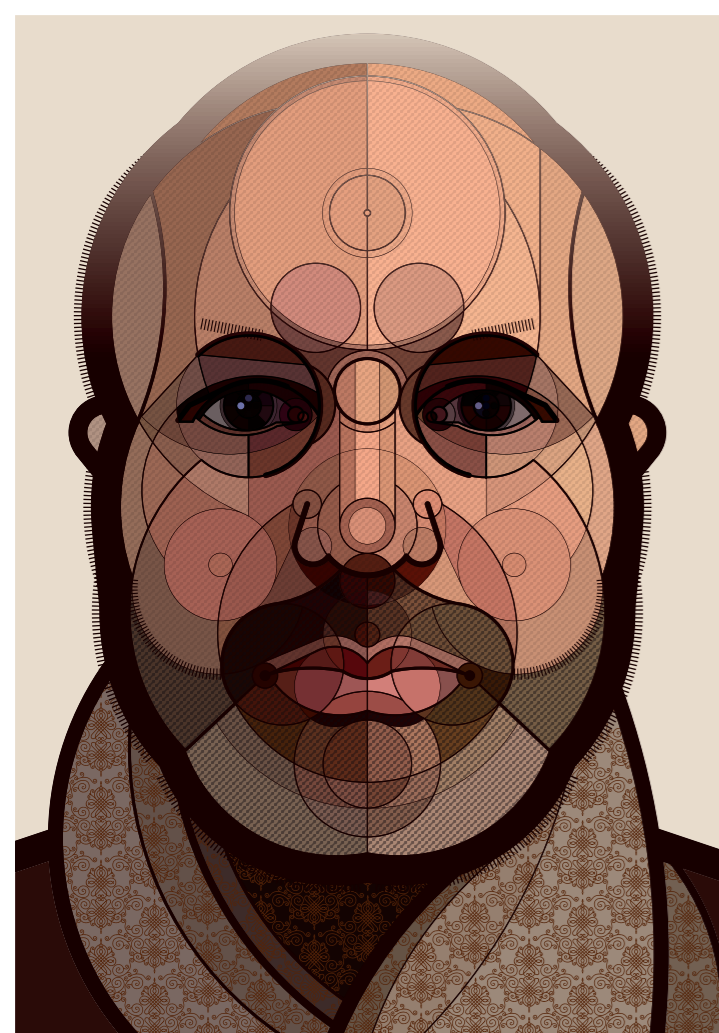


HAMBURG

WALLPAINTING OF AMANDA BECK



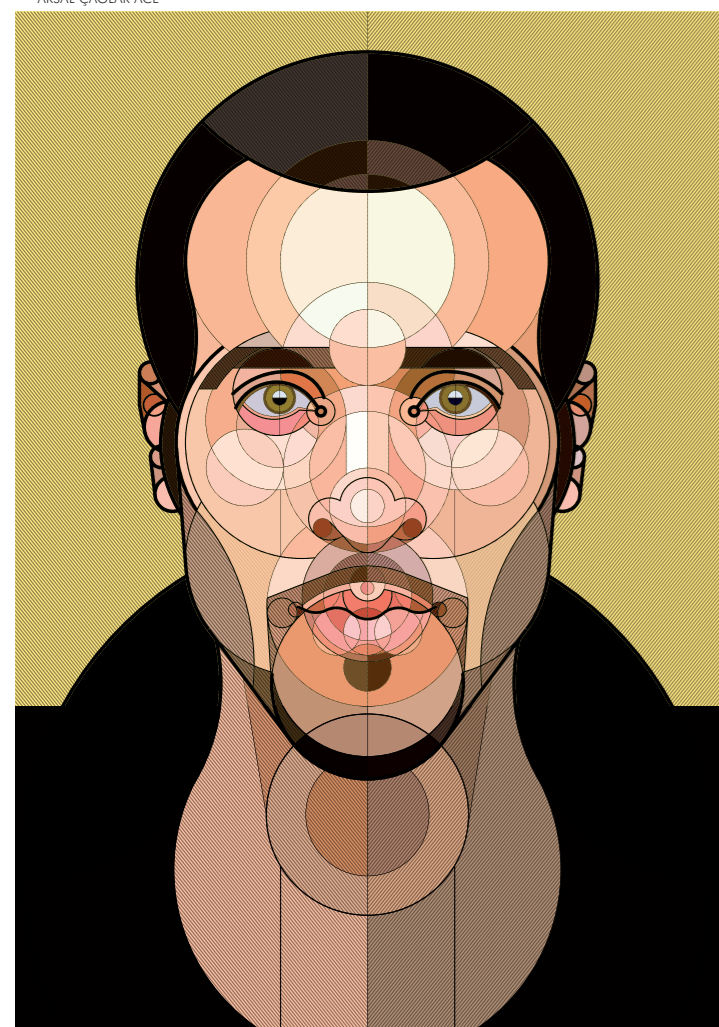
TAKING A BREAK HARUN DOGAN AND ATA BOZACI



ARŞAL ÇAĞLAR ACE



H.R. GIGER R.I.P.



EMIN HASIRCI RUSL



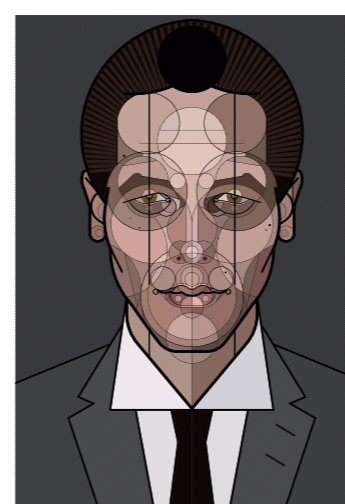
ISKENDER BELISAN



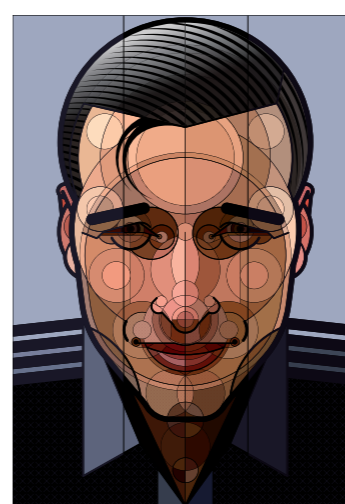
FIKRIYE EREN



GUNTER SACHS R.I.P.



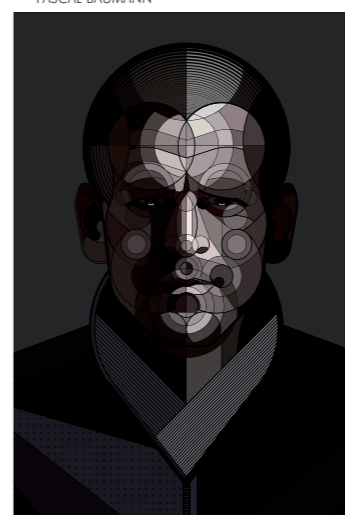
RONALD GRAUER



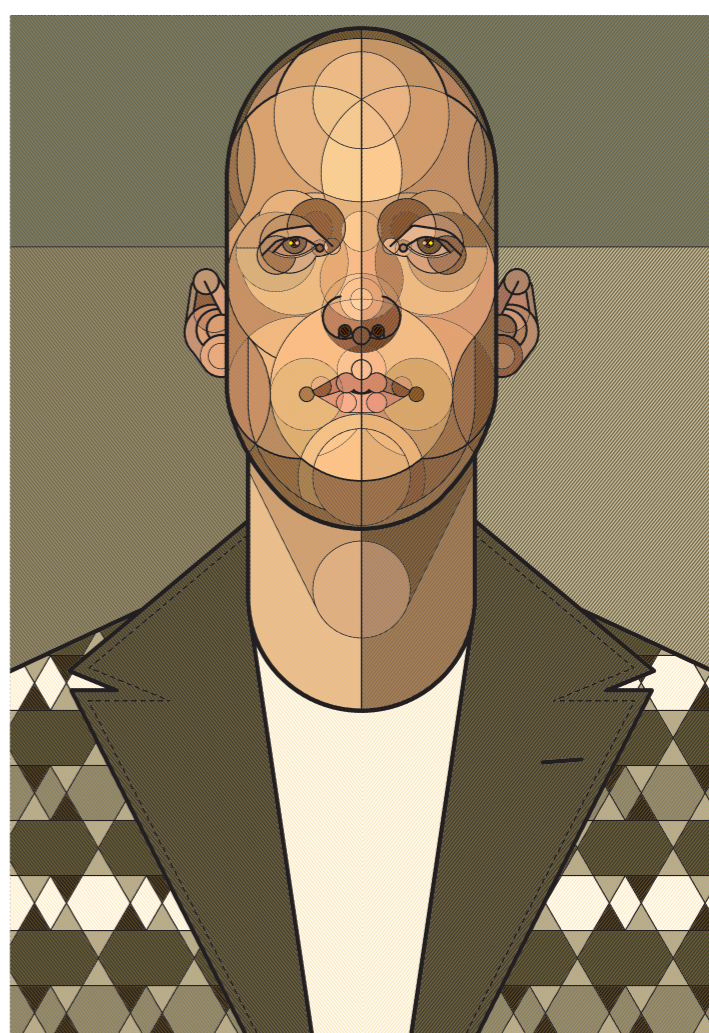
PASCAL BAUMANN



CHRIS WYER



HEINZ REBER



OLIVER ZIMMERLI



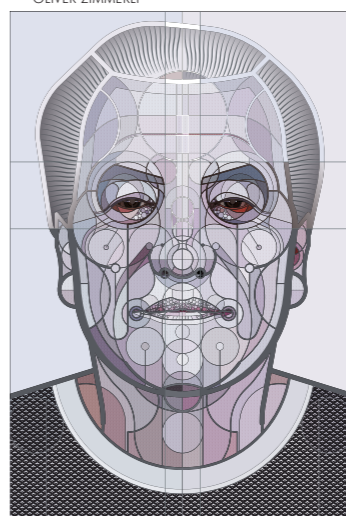
BRANIMIR MACUKIC



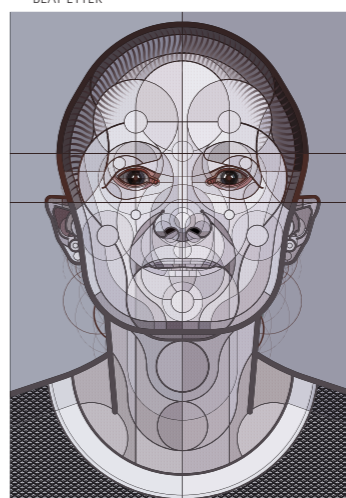
NATALIJA FALLOCCA-BAJRIC



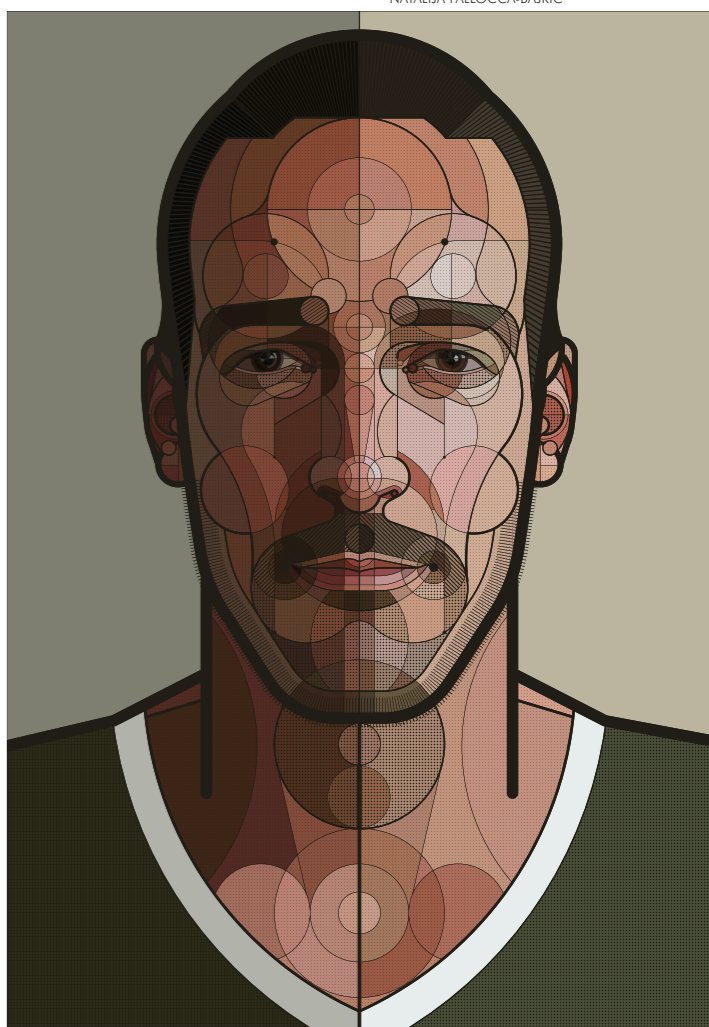
LAURENT SEGRETIER



BEAT ETTER



SUSAN ETTER



GREGORY SCHMID

**TO HELL
WITH SOCIAL MEDIA
GIVE ME A HUG**

Pedro Mendoza

BOZACI
GRAFFITI WRITER SINCE 1990