



The Keys to Egregore

Today our landscapes have ceased to exist as only backdrops for actions to happen within. We can no longer rest our eyes on the wandering oil hills of a painting or a decadent ship crippling the sea; waves at a frozen standstill. Instead, everything that happens is both the foreground and the background, this is our 'now' ground a weightless wonder, drifting over the atmosphere, an immortal body without a soul. We can at this point declare the world is not flat, nor is it round - it is, infact, an anamorphosis image.

Anamorphosis images are distorted perspectives that require the viewer to use a special device - typically a mirrored cylinder. Alternatively the viewer has to occupy a specific vantage point to reconstitute the image. In extreme cases of anamorphosis image-making, artists have used the technique to disguise political caricatures and erotica to the casual viewer - via a blur, smudge or twisted refraction. The viewer with the untrained eye moves swiftly onto something more pleasing and recognisable; perhaps a stuffed pheasant or a wilted flower. Whilst to the knowledgeable spectator, S/he can use their skills of decryption and the image is revealed in all its profanity.

Today, we live further down the anamorphosis-rabbit hole than we ever have and the device we need to read these images is no longer a physical object. It is instead a series of visually-learned keys that unlock the images we see. These keys are picked up through various online interactions with social media, networks, and other users. Pepe the Frog is perhaps the most known or populus key around today. Once a chilled bro-like frog, he has now been re-appropriated as an infamous Alt-right status symbol. Or take the new Pepsi emblem, post Kendall Jenner, who had re-designed their logo to envelop ideas of FengShui and the Renaissance. Seductive curves, for some; but other consumers won't unlock their doors again for holistic consumerism over political realities any time soon. Most recently we have seen the simple code #metoo become a global swarm of solidarity for better or worse on social media, a meta data key in a bid to defy the future socio-patterns of abuse. However not all viewers will see the frog in the same way, some will merely see a cartoon depiction of a bubble-eyed Frog, in racing green with rather wet-red lips. Nor will they look at Pepsi and think of grossly naive capital fuck-up or view #metoo as the rash of an epidemic, without a vaccine. They look on without the devices and the reverb to be able to translate these cipher units, but they do not stand key-less at the door.

Enter the screen, with the keys of your sub-cultures and everything, will be seen, enter the screen with the keys of your fellow cafe-latte drinking web user and your eyes will be feted - the world is not flat, nor is it round - it is, infact, an anamorphosis image.