



## Fence of death

\* The fence of death: ca. 200 mtr + warnings

The art in the demarcation



## Portraits of dead

Consist of tobacco packaging of various brands. A "portraits of death" consists of 25 images of these discarded packets. Image distortion by use, abused by light and weather conditions. Along with the apparently ignored health and death threats. Impulsive, consumer denial, where the attempt, to get rid of the packaging, has resulted in not finding a trash can. Image far beyond the intent of the designers, the enticement of the non-advertising. Perhaps stray advertising or garbage marketing. As small grave stones, the carelessly thrown away warnings in my picture world .... to then be photographed, edited and placed in a portraits of ... master.

"Portraits of dead", has many production opportunities, there are so many different brands and infinitely many places where smokers part from their packaging. This lends "portraits of dead" also for wall large site installations. The endless growing signs on the wall.

## Statement:

- \* colorful
- \* international character  
(death threats in so many different languages and locations)
- \* consciousness (stray advertising/anti-advertising)
- \* you will be alienating: they will stand out from now on
- \* ability to create a private statement #

## Notes:

I am not here to tell you what to do or not to do.  
I am not here to tell you the truth about tobacco. Every individual makes his own choices!

If you smoke and want to quit, you will find lots of information about that nowadays.

People who choose to smoke, do so from a personal choice.  
A choice that is both a right as a responsibility.



## Wall of death:

This multimedia installation consists of 150 different "portraits of death" an impressive iconoclasm of warnings from all corners of the world. It becomes Interesting as you treat yourself to sit down. And capture this on a photo.

# For smokers: as a reminder of the approx. 4500 cigarette packs they left behind them.

# For non smokers: as a statement about the approx. 50,000 cigarettes, which they did not smoke and the remembrance of saving about 15,000,-euro this way

## The artistic need;

Is always a tricky subject.

The wall of death is for me as an artist, a portrait of decisions.

Decisions taken by the consumer to purchase the package, to consume the content and to get rid of the packaging in this way.

Decisions taken by me at every location where the packets and I, find each other, also where the 25 images place themselves and combine with each other on the print.

And, last but not least, where the visitor become faced with the coming together of the different Portraits-of death projects on the on the wall- or the Fence of death.

Then there is decision of the visitor to use the possibility to make this iconoclastic into his/her private statement.

Responsible for both the way and the place where the smokers can smoke undisturbed as well as for the way they get rid off the packaging and butts. Smokers that see those of the see responsibilities will also be successful in preventing discrimination against smokers. Because approx. 580.000.000 people in the world choose to smoke. Their rights and ultimately that of all other people whose freedom of choice is threatened and has to be protected.

In Netherlands are the warnings on tobacco packaging required for some years. Each pack of cigarettes makes you there imminent that smoking is deadly. But are these warnings actually effective? The smoker can not miss these warnings. They cover 35 percent of of the package. But do you hesitate longer before you light a cigarette? Or do you become motivated through it to quit smoking? The answer to that last question seems to be 'no'. Because after the introduction in the Netherlands of these texts the tobacco sales remained practically the same. Some people do have trouble with warnings. Shown by various studies. Especially the smokers who already walk around with the idea to stop feel addressed. The texts that actively encourage to quit smoking seem to be the most effective. Of course the tobacco companies know that as well. A little research did show; These warnings turn out to be placed less on the tobacco packaging.

The "portraits of death" is my own little research about stray-smoking advertising, demotivation or encouragement. If it bothers you, you suddenly will see the surreptitious advertising everywhere, complete with challenging death threats.

**The Fence of death as demarcation:**

When you organize an event it is a necessary to think about all kind of material. Like building fences to protect certain aeries of your venue.

This multimedia installation consists of 150 different "portraits of death" A approx. 220 metre + long iconoclasm of warnings from all corners of the world.



**Budget The Fence:**

**Needed:** ca 75 High Building fences with concrete feet 200 cm high x 350 cm wide  
 costs: c.a. 8 euro per week a.p. (excluding transport, costs for maintenance, fuel, oil, grinding and wear, cleaning and various accessories, any environmental taxes and surcharge for damage-vandalism-and fire-/ theft.) 600,- euro a week

**Production**

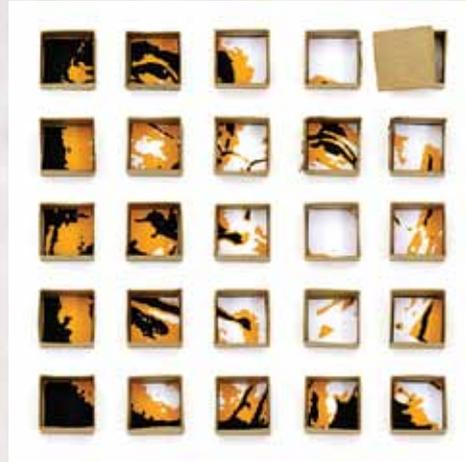
Convert the 150 "portraits" to 75 printable PDF files.  
 Costs: 500,-euro

Building Fence banners with print : 75 piece.  
 Costs: 60 euro a piece (approx 4500,euro)

Transport, Assembly and disassembly Banners per event  
 Costs: approx 400,- euro (in the Netherlands)

Post recovery vandalism/theft-Storm damage-insurance?

\* A collaboration with with multiple festivals, venues, Fence Rentals, and banner printers under investigation to make realisation of this project possible.



**Peter Janssen: Amsterdam, Holland**

As an artist, I am a self-taught. My eye for life, death, light, dark structure and beauty of details puts me in a State of wonder. In my work I try to catalog these impressions to a, for me, uncluttered landscape of feeling by image. My work consists of photo and mixed-and multi-media installations, in a chaos of 25

**Education:** Amsterdamse Grafische School -  
 Reproduction Photography, 1965-1971  
 Landmark, Forum, Advanced and Selp, 2008-2009

**About me:** Sailing, Hiking, Riding my Motorcycle, In a relation,  
 4 children (28, 26, 22 and 18 y)  
 Sketching on terraces in the shadow.  
 All kind of music and, silence.

**Work:**

1968 1971 • Reproduction Photography, Cliché Fabriek Nederland, Amsterdam

1972 • Bijenkorf Studio, Amsterdam

1974 • Graphic Design, Oisterwijk

1976 1977 • Keurslagers, Tilburg

1977 1981 • Sprint Advertising, Eindhoven

1981 1985 • Peter's produktie, Eindhoven/ Tilburg

1985 - • Studio 22/ Peter's produktie, Amsterdam

1994 2000 • Zodiac, motorcycle products, Mijdrecht

2011 2012 • Flower auction, Aalsmeer

2012 - • Acs, Audiovisual solutions, Logistic, Amsterdam

**Projects/Productions**

2015-2017 \*The adventures of Shit# the dog (Div Locaties)

2015 • I call it the plague, Gare de la Foret, Bretagne, France

2014 • Dakar Rally Yearbook 2014

• Artika 2 Gare de la Foret, Bretagne, France

2013 • Dakar Rally Yearbook 2013

• Artika 1, Gare de la Foret, Bretagne, France

2012 • Photo-book "portraits of 2013"

• Dakar Rally Yearbook 2012

• Dakar Calendars

2011 • Dakar Rally Yearbook 2011

• Dakar Calendars

• Photo-book "Strings"

• Photo-book "Venus"

2010 • Social media Project around Dance-theater AYA "IDeals"

• Project - house in Almere Poort

• Photo-book "Ziel"

2009 • Production Dance-theater performance "Ziel"

• Photo-book "Drijfzand"

• Photo-book "Bronstsluier"

2008 • Production assistant Dance-theater Aya "Drijfzand"

• Production assistant Dance-theater AYA "Bronstsluier"

2000 - 2003 • Multimedia project: website, Magazine "In-Ex.nl"

• Multimedia project: TV, website, Magazine "Hemel op paarden.nl"

1995 - 2000 • Zodiac "Motorcycle products for Harley Davidson Catalog"

1982 - 1990 • Kiwi casuals, Concept design and Shop

1982 - 1997 • European Dragrace Series, for Motorcycles and Cars, initiator/organizer

1968 - 1973 • Publications, illustrations and Posters for "Jeugdcentrum Zodiac", Amstelveen

### Exhibitions:

**2016** • Modern Art Market, Rembrandtsplein, The Netherlands • Le Ster Laïta, Bar Terrasse, and restaurant Le Pouldu, Le Pouldu Port- Clohars Carnoet, France • Hotel Le Pouldu, Hotel restaurant Le Pouldu, Le Pouldu Port- Clohars Carnoet, France • Gare de la Fo, restaurant, Gare de la Foret, France • Toon, Gallery/Shop, Amsterdam, The Netherlands

**2015** • Modern Art Market, Rembrandtsplein, The Netherlands • Le Ster Laïta, Bar Terrasse, and restaurant Le Pouldu, Le Pouldu Port- Clohars Carnoet, France • Hotel Le Pouldu, Hotel restaurant Le Pouldu, Le Pouldu Port- Clohars Carnoet, France • Gare de la Fo, restaurant, Gare de la Foret, France • Toon, Gallery/Shop, Amsterdam, The Netherlands • Perspectief Gallery/Shop, Amsterdam, The Netherlands • Woonzorgcentrum De Venser Amsterdam, The Netherlands

**2014** • Group Exhibition, Gallery Maya, place St Michel, Quimperlé, France • Modern Art Market, Rembrandtsplein, The Netherlands • Le Ster Laïta, Bar Terrasse, and restaurant Le Pouldu, Le Pouldu Port- Clohars Carnoet, France • Hotel Le Pouldu, Hotel restaurant Le Pouldu, Le Pouldu Port- Clohars Carnoet, France • Gare de la Fo, restaurant, Gare de la Foret, France • Le Fond de Gale, Bar restaurant, Doelan, France • Bicken, restaurant, Amsterdam, France • Toon, Gallery/Shop, Amsterdam, The Netherlands • Artika 2014, Art event, Gare de la Foret, France • De Kookboekwinkel, Amsterdam, The Netherlands

**2013** • Group Exhibition, Storm Gallery, DiversityE, Amsterdam, The Netherlands • Group Exhibition, Gallery Maya, place St Michel, Quimperlé, France • Modern Art Market, Rembrandtsplein, The Netherlands • Le Ster Laïta, Bar Terrasse, and restaurant Le Pouldu, Le Pouldu Port- Clohars Carnoet, France • Hotel Le Pouldu, Hotel restaurant Le Pouldu, Le Pouldu Port- Clohars Carnoet, France • Gare de la Fo, restaurant, Gare de la Foret, France • Group Exhibition, Kerst Sale 100 x100, Amsterdam, The Netherlands • Bicken, restaurant, Amsterdam, The Netherlands • Artika 2013, Art event, Gare de la Foret, France

**2012** • Group Exhibition, Kerst Sale 100 x 100, Amsterdam, The Netherlands • Duo Exhibition, Gallery Steenwijk, The Netherlands • Group Exhibition, Storm Gallery, Diversity, Amsterdam, The Netherlands • Group Exhibition, Exto, Kunst a/d Westeinderplassen, Aalsmeer, The Netherlands • Solo Exhibition, Hilton hotel, Malmö, Sweden • Group Exhibition, denieuwegallerie, (Onuitputtelijke Bronnen) Amsterdam, The Netherlands • Duo Exhibition, Gallery Kunst 2001, Badhoevendorp, The Netherlands • Kunstsdag Venlo, Den Haag, Tilburg, The Netherlands • Solo Exhibition, Espresso-Bar Perspectief, Amsterdam, The Netherlands • Modern Art Market, Amsterdam, The Netherlands • Group Exhibition, Mea Vulva, BLOKHUISPOORT, Leeuwarden, The Netherlands • Le Ster Laïta, Bar Terrasse, Le Pouldu Port- Clohars Carnoet, France • Hotel Le Pouldu, Hotel restaurant Le Pouldu, Le Pouldu Port- Clohars Carnoet, France

**2011** • Duo Exhibition, LTD gallery, Amsterdam, The Netherlands • Group Exhibition, Mea Vulva, 072, Alkmaar, The Netherlands • Group Exhibition, Storm Gallery, Diversity IX, Amsterdam, The Netherlands • Regionale Kunstsdag, Den Haag, Eindhoven, Rotterdam en Utrecht, The Netherlands • De Kookboekwinkel, Amsterdam, The Netherlands • Nationale Kunstsdagen, Oude Kerk, Amsterdam, The Netherlands • Hilton Rotterdam, The Netherlands • Group Exhibition, Gallery en Beeldenpark Hoeve Rijlaarsdam, Nieuwkoop, The Netherlands • Art EventT, Assen, The Netherlands • Modern Art Market, Amsterdam, The Netherlands • Group Exhibition, CLUSTER, AG Gallery New York, USA • Le Ster Laïta, Bar Terrasse, Le Pouldu Port- Clohars Carnoet, France

**2010** • Hilton Stockholm Slussen hotel, Stockholm, Sweden • HanseArt Bremen, Germany • Kunst & Living, Ahoy, Rotterdam, The Netherlands • Solo Exhibition, LTD gallery, Amsterdam, The Netherlands • Kunst Event Hamermolen, Apeldoorn, The Netherlands • Kunstsdag Utrecht, Utrecht, The Netherlands • Group Exhibition, Synergetic Art 01 - Point of View, Crossfire Project Base, Amsterdam, The Netherlands • Modern Art Market, Amsterdam, The Netherlands

**2009** • Group Exhibition, Mea Vulva, Kunstkerk, Amsterdam, The Netherlands • Group Exhibition, Gallery en Beeldenpark Hoeve Rijlaarsdam, Nieuwkoop, The Netherlands • Group Exhibition, Mea Vulva, Waalwijk, Antwerpen, Belgium • Radboud Universiteit, Nijmegen, The Netherlands • Group Exhibition, Synergetic Art 00 - Loods 6, Amsterdam, The Netherlands • Modern Art Market, Amsterdam, The Netherlands • Group Exhibition, Walls, Change Will come, Amsterdam, The Netherlands

**2008** • Solo Exhibition, Espresso-Bar Perspectief, Amsterdam, The Netherlands • Art-Event Antwerpen, Belgium • Modern Art Market, Amsterdam, The Netherlands

### Publications:

2015 • the memories of SHIT-the dog 52 pag.(Blurp)

2014 • Kunstenaars Jaarboek 2015

2013 • portraits of peter 2013 30x30 cm 250 pag.(Blurp)

2012 • portraits of peter 2012 30x30 cm 200 pag.(Blurp)

2011 • portraits of peter 18x18 cm 100 pag.(Blurp)

2010 • Kunstenaars Jaarboek 2010

2009 • Book of Death 2011 18x18 cm (Blurp)

• NRC Next Week 17, 5 articles about the portraits of death

• DP Artefotografica no.28 September 2010

• Book of Death

**Studio:** De Wittenkade 158h• 1051 AN Amsterdam • The Netherlands  
tel: 020 6838467 • mobiel: 06 51057992  
e-mail: peterja@euronet.nl • www.portraits-of.nl



Portfolio:



For more information about my work visit the website:  
[www.portraits-of.nl](http://www.portraits-of.nl)