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The Supermarket of Images

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Overproduction

This catalogue is a collection of short texts providing a wide range of perspectives on the economics of the image and images of the economy.

The visible world overflows with pictures: more than three billion of them stream across social media every day. This overproduction, this excess, needs to be managed. Images must be stored, formatted and transported, their flow and exchange must be organized. They require road networks (such as internet cables) and new forms of labor (such as content moderators and clickworkers). And they transform the way we see, mobilizing our gaze as never before. By observing similar transformations currently affecting our financialized economy in the age of cryptocurrencies, the essays and artworks in this catalogue seek to grasp and theorize this new iconomy of the visible.
