

Paris 8
Département Hypermédia
Master Création & Edition Numériques (CEN)
Cours 9 « Design & Hypermédia »

A large, solid orange rectangular box spanning most of the width of the slide, serving as a background for the name Chris Jordan.

Chris Jordan

Claude Yacoub

Architecte

Paris 8 05/12/08

Running the Numbers

An American Self-Portrait

Running the Numbers looks at contemporary American culture through the austere lens of statistics. Each image portrays a specific quantity of something: fifteen million sheets of office paper (five minutes of paper use); 106,000 aluminum cans (thirty seconds of can consumption) and so on. My hope is that images representing these quantities might have a different effect than the raw numbers alone, such as we find daily in articles and books. Statistics can feel abstract and anesthetizing, making it difficult to connect with and make meaning of 3.6 million SUV sales in one year, for example, or 2.3 million Americans in prison, or 32,000 breast augmentation surgeries in the U.S. every month. This project visually examines these vast and bizarre measures of our society, in large intricately detailed prints assembled from thousands of smaller photographs. Employing themes such as the near versus the far, and the one versus the many, I hope to raise some questions about the roles and responsibilities of the individual in a society that is increasingly enormous, incomprehensible, and overwhelming.

Chris Jordan, Seattle, 2008



Running the Numbers An American Self-Portrait

2006-2008

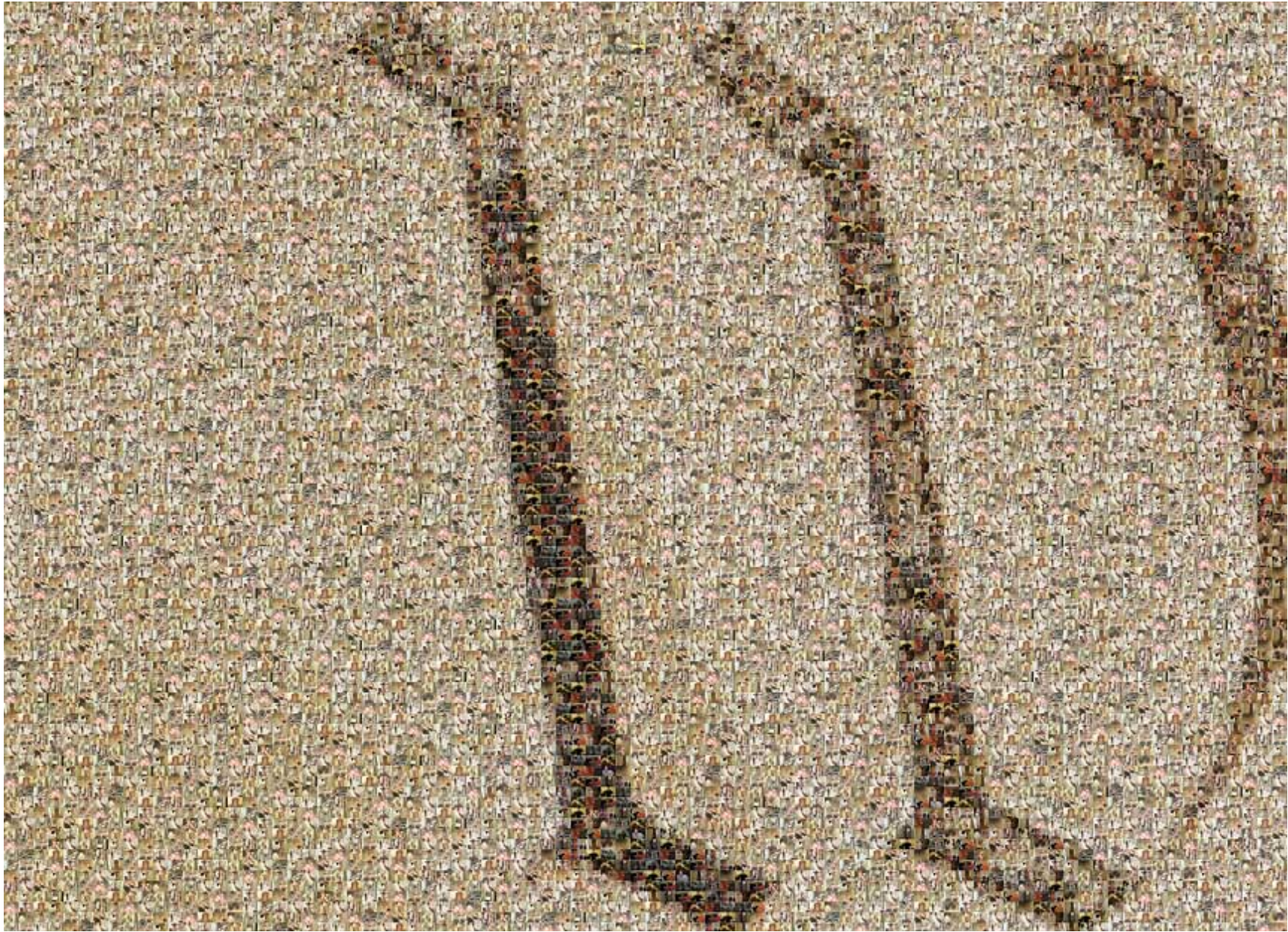
Constitution

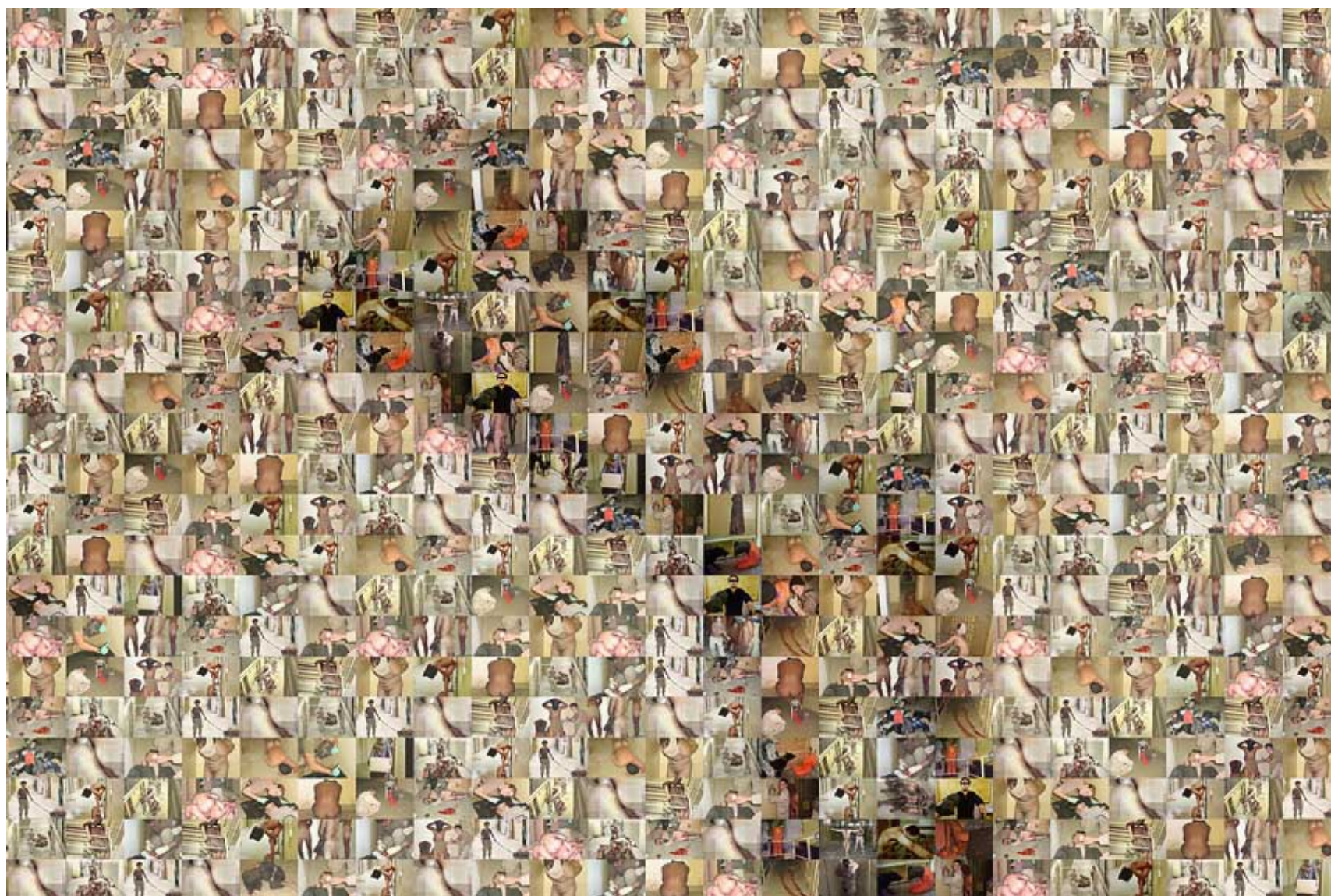
8 x 25 feet in five panels

Depicts 83,000 Abu Ghraib prisoner photographs,
equal to the number of people who have been arrested and held
at US-run detention facilities with no trial or other due process of law,
during the Bush Administration's war on terror.

Welfare of the People

House of Commons. Frequently provide for the common use
and use of the People, the Order and establish this Constitution



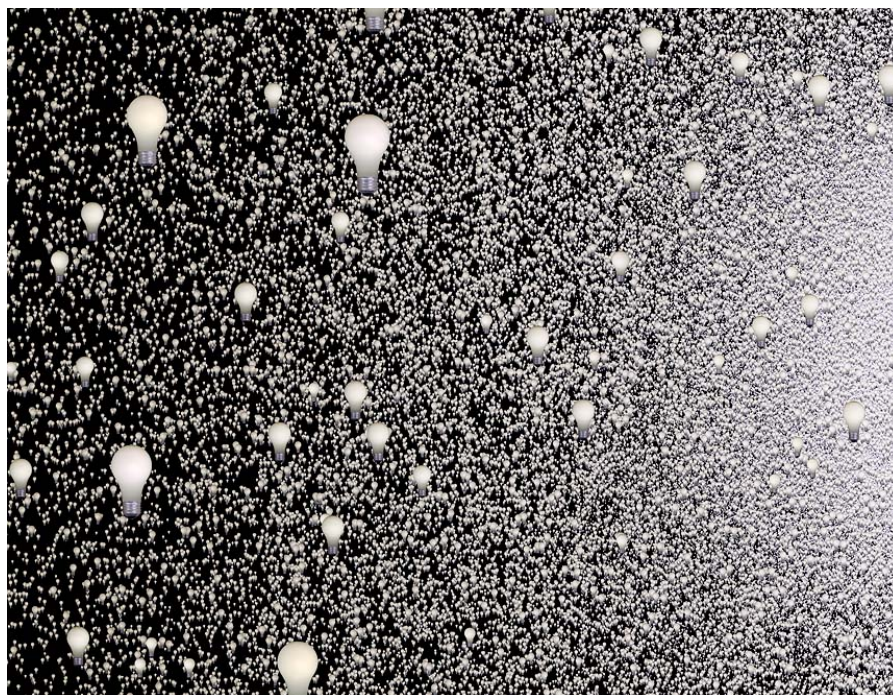


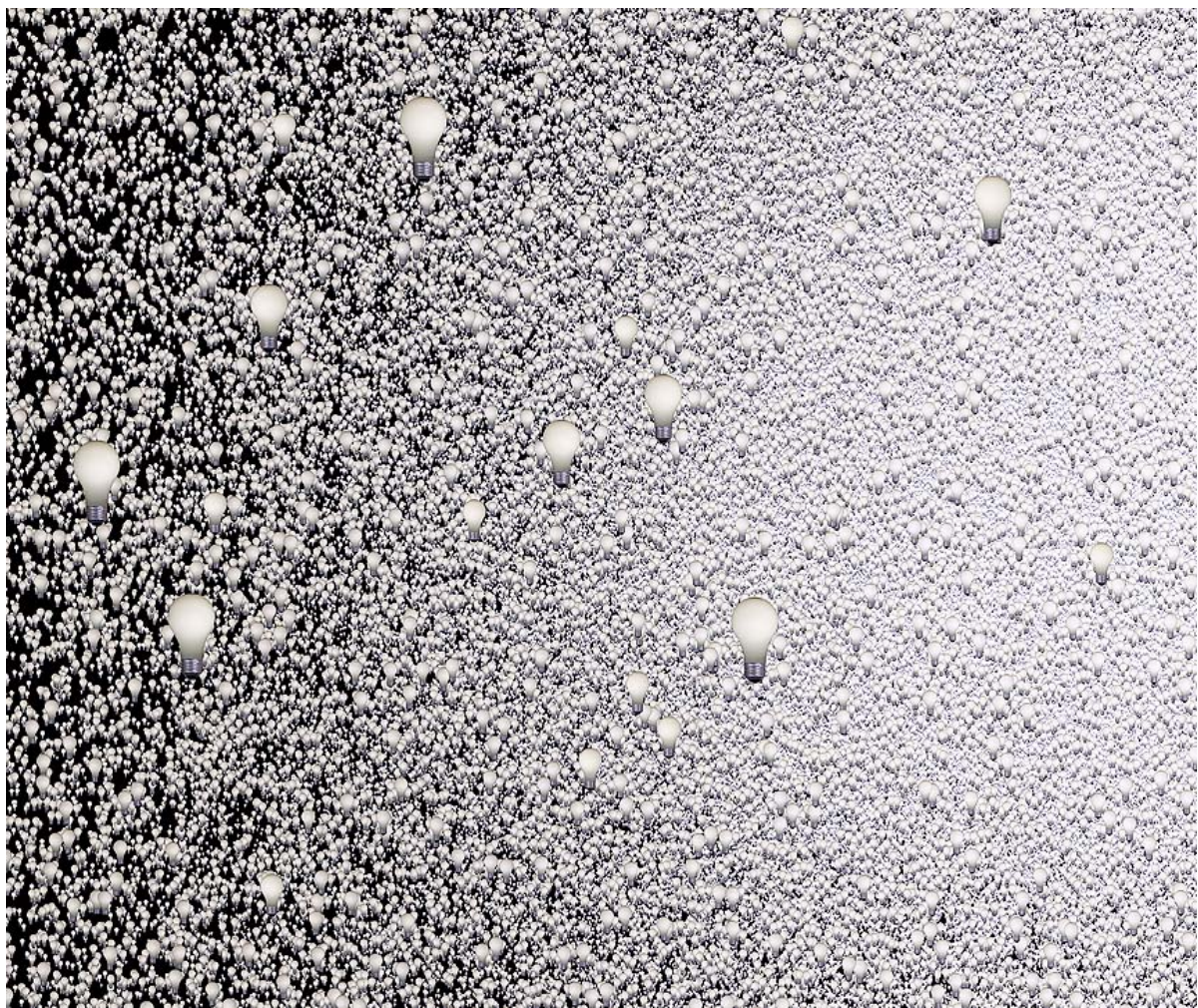


Light Bulbs

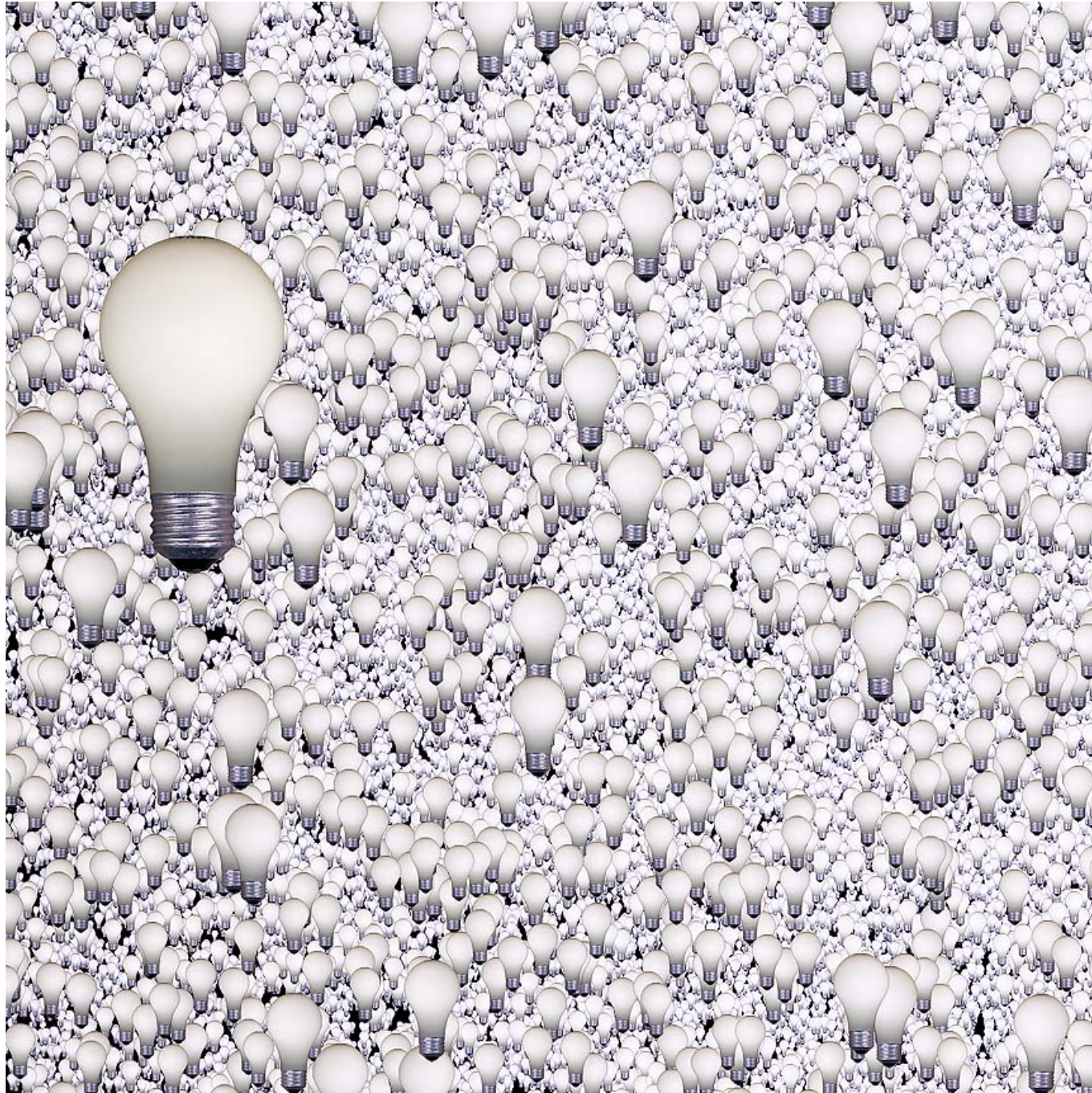
Depicts 320,000 light bulbs,
equal to the number of kilowatt hours of electricity
wasted in the United States every minute from inefficient residential electricity usage
(inefficient wiring, computers in sleep mode, etc.).





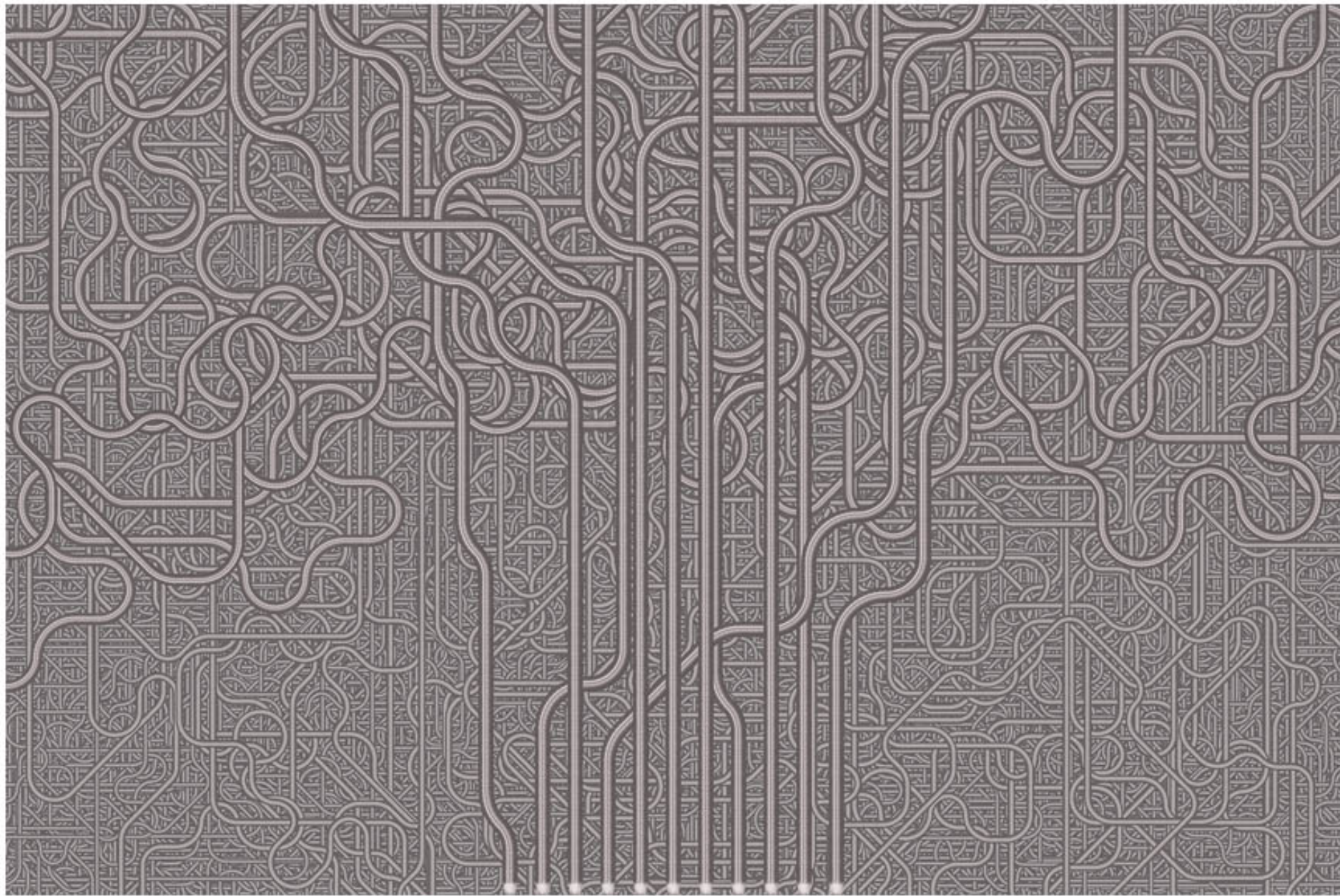


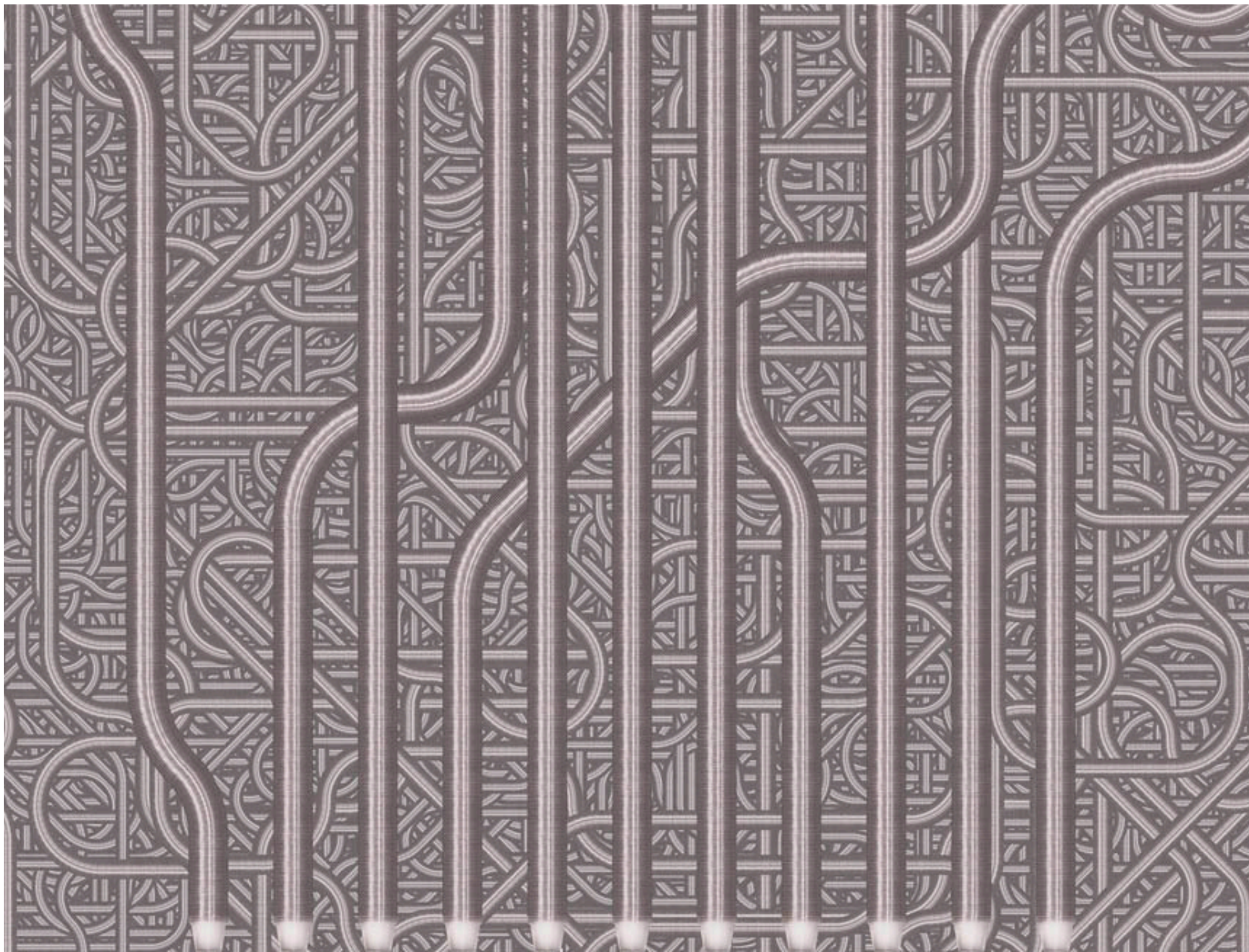


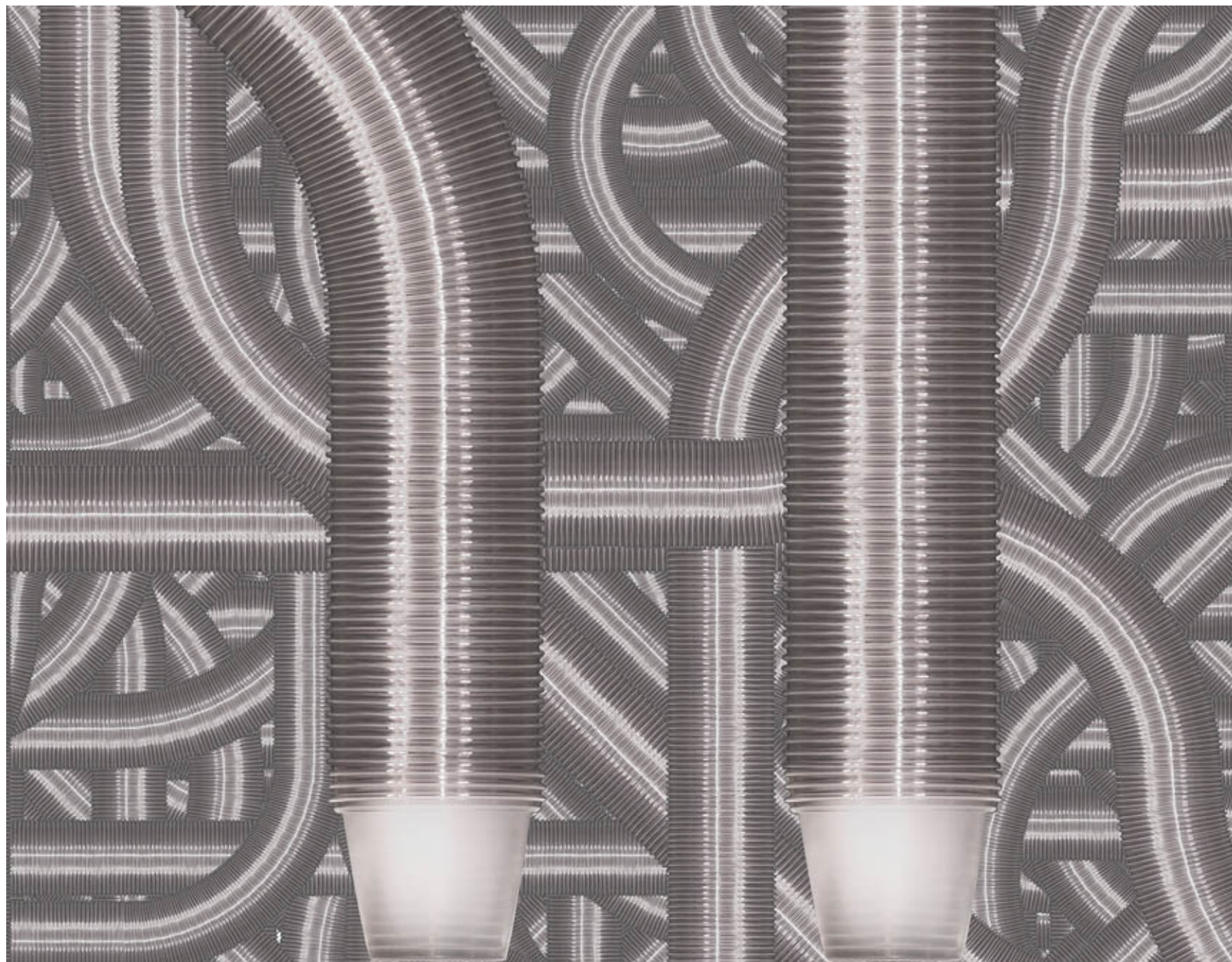


Plastic Cups

Depicts one million plastic cups,
the number used on airline flights in the US every six hours



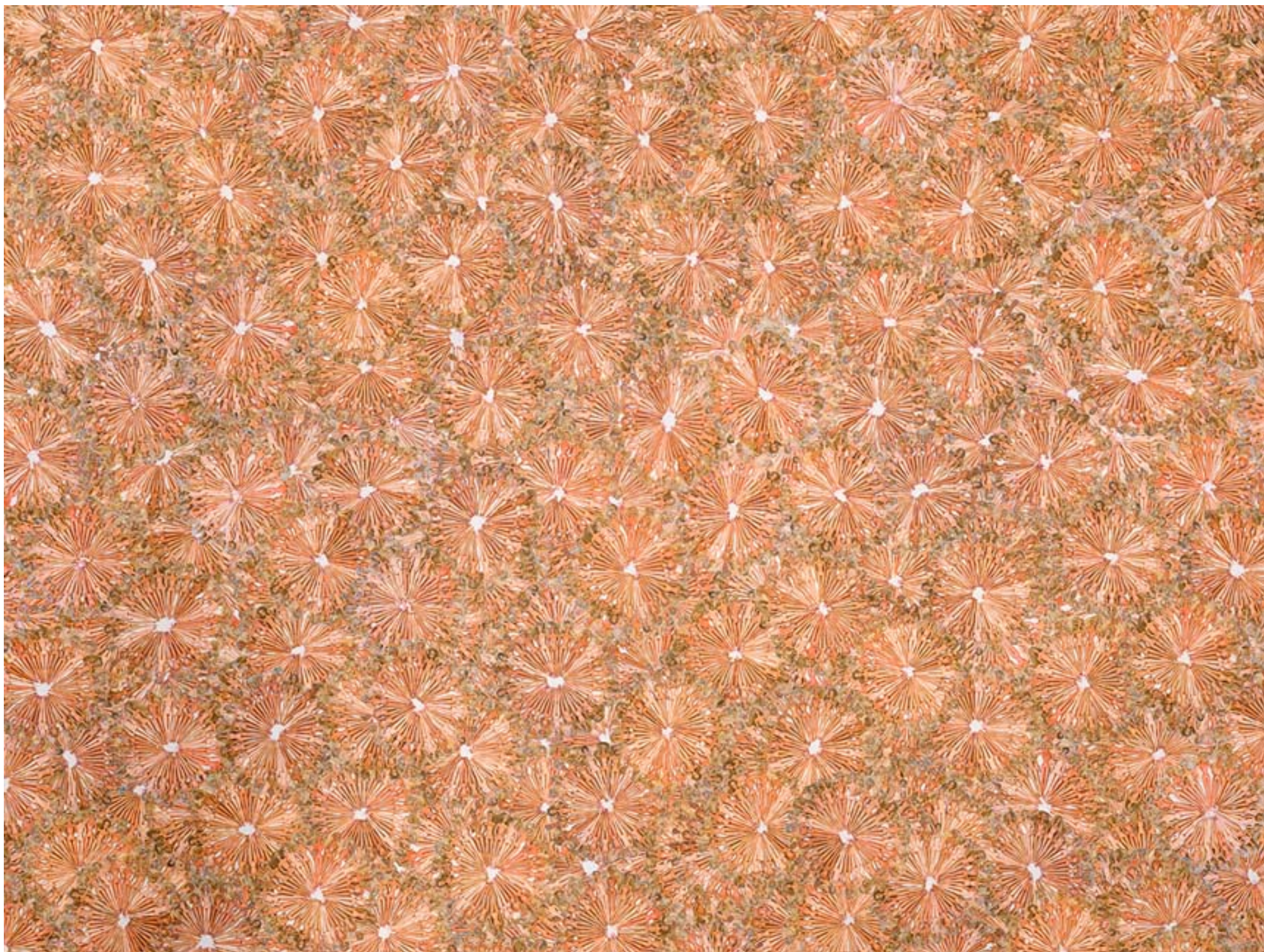




Barbie Dolls

Depicts 32,000 Barbies,
equal to the number of elective breast augmentation surgeries performed monthly
in the US in 2006.







Plastic Bottles

Depicts two million plastic beverage bottles,
the number used in the US every five minutes.



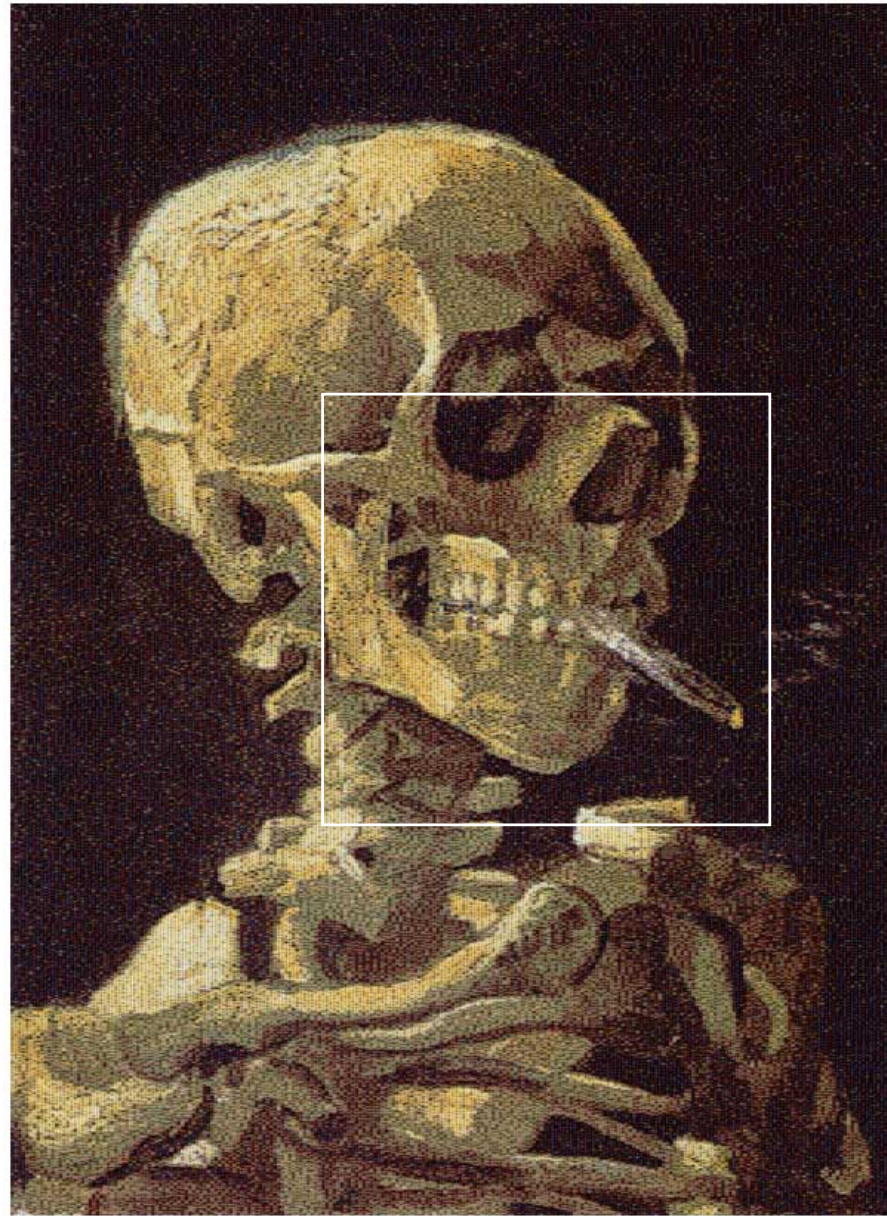


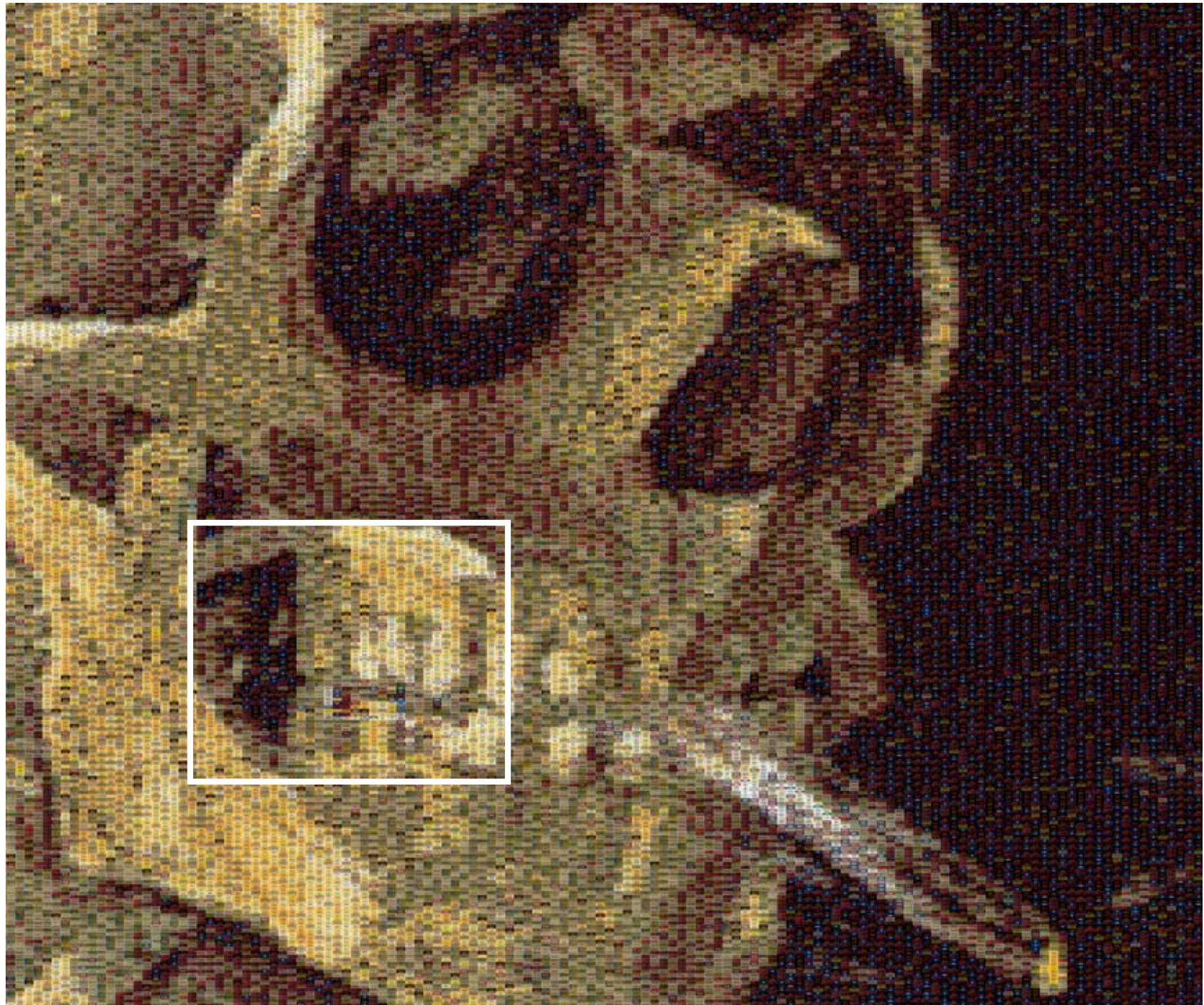


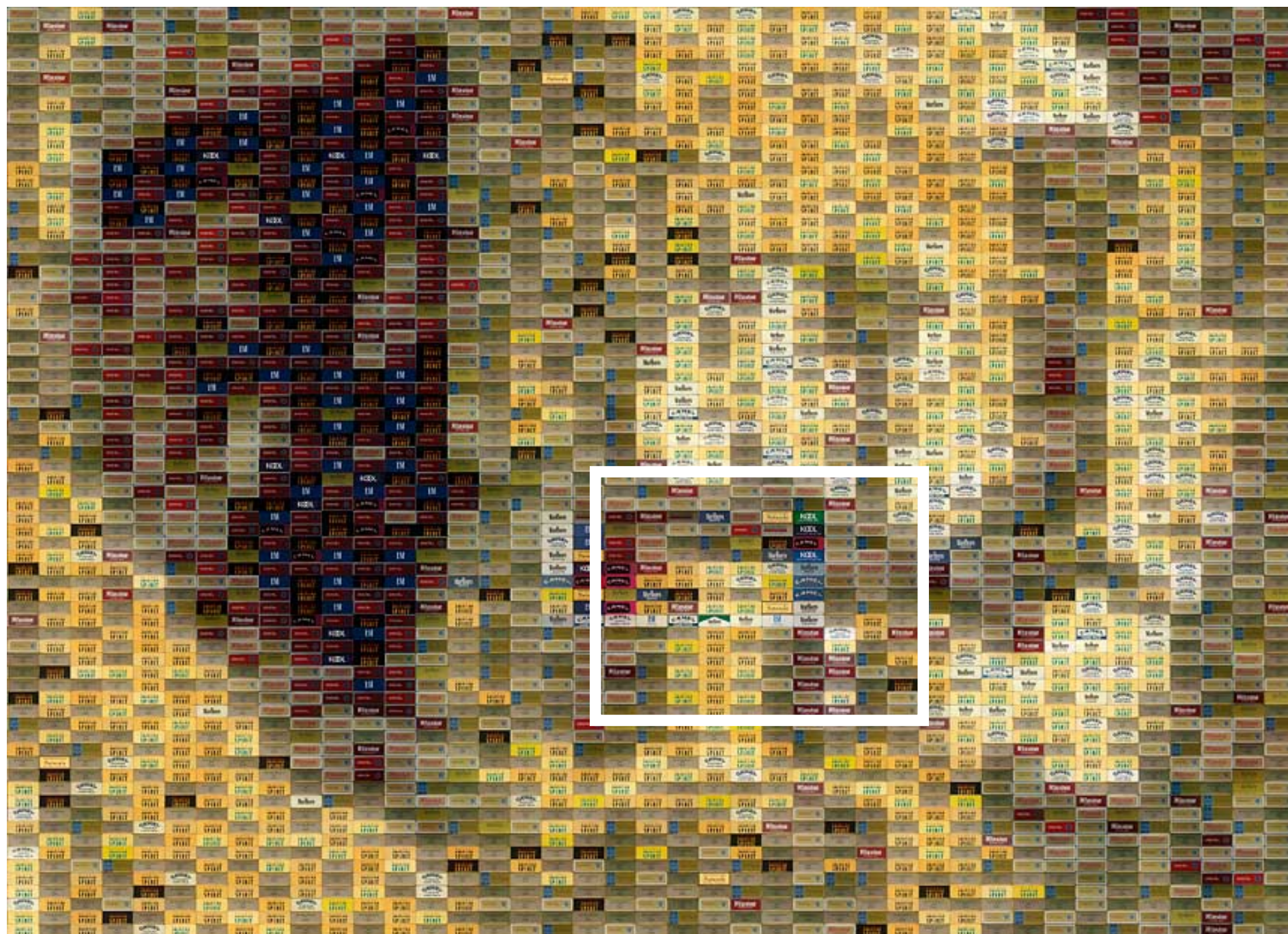
Skull With Cigarette

[based on a painting by Van Gogh]

Depicts 200,000 packs of cigarettes,
equal to the number of Americans who die from cigarette smoking
every six months.





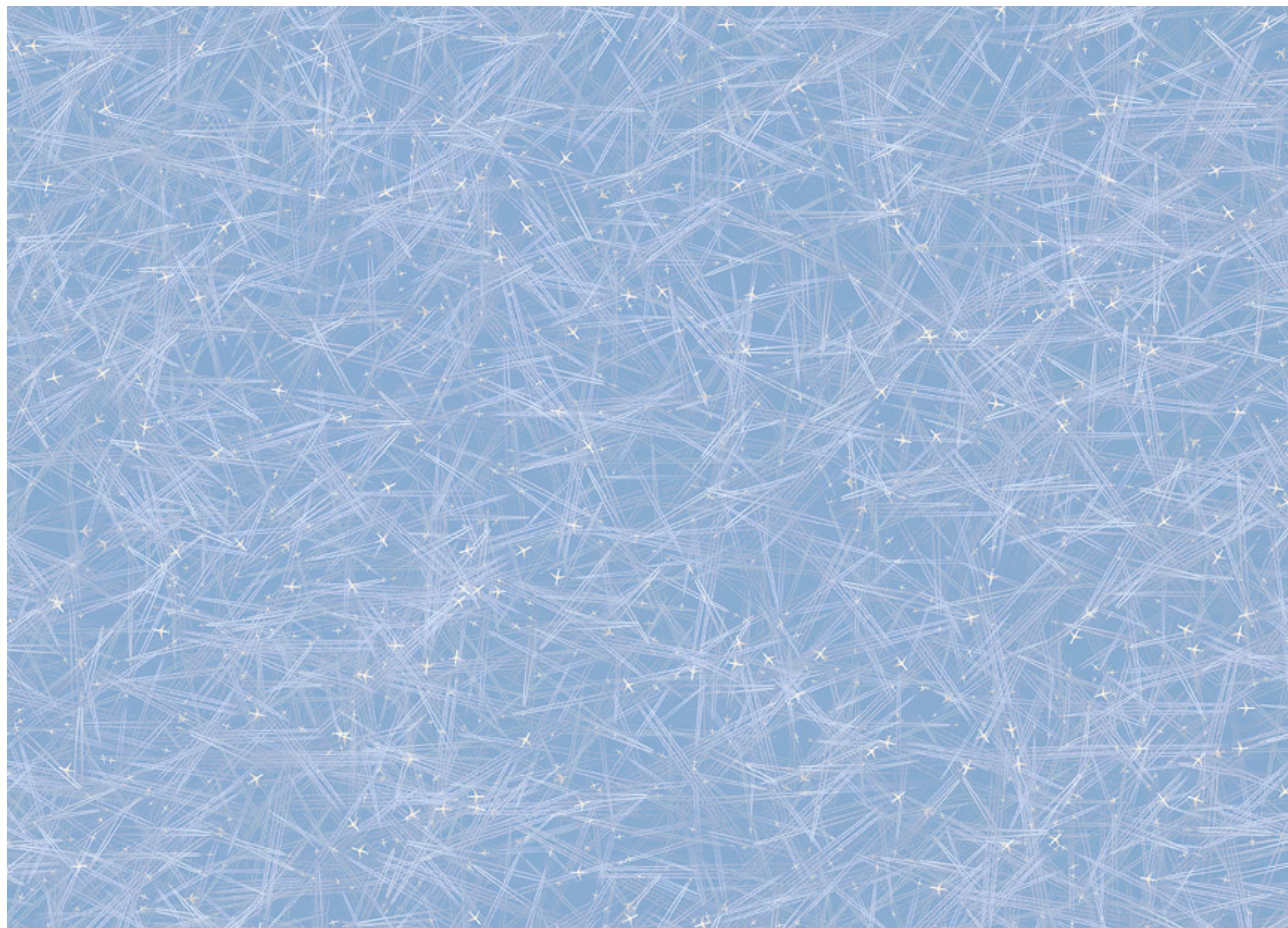


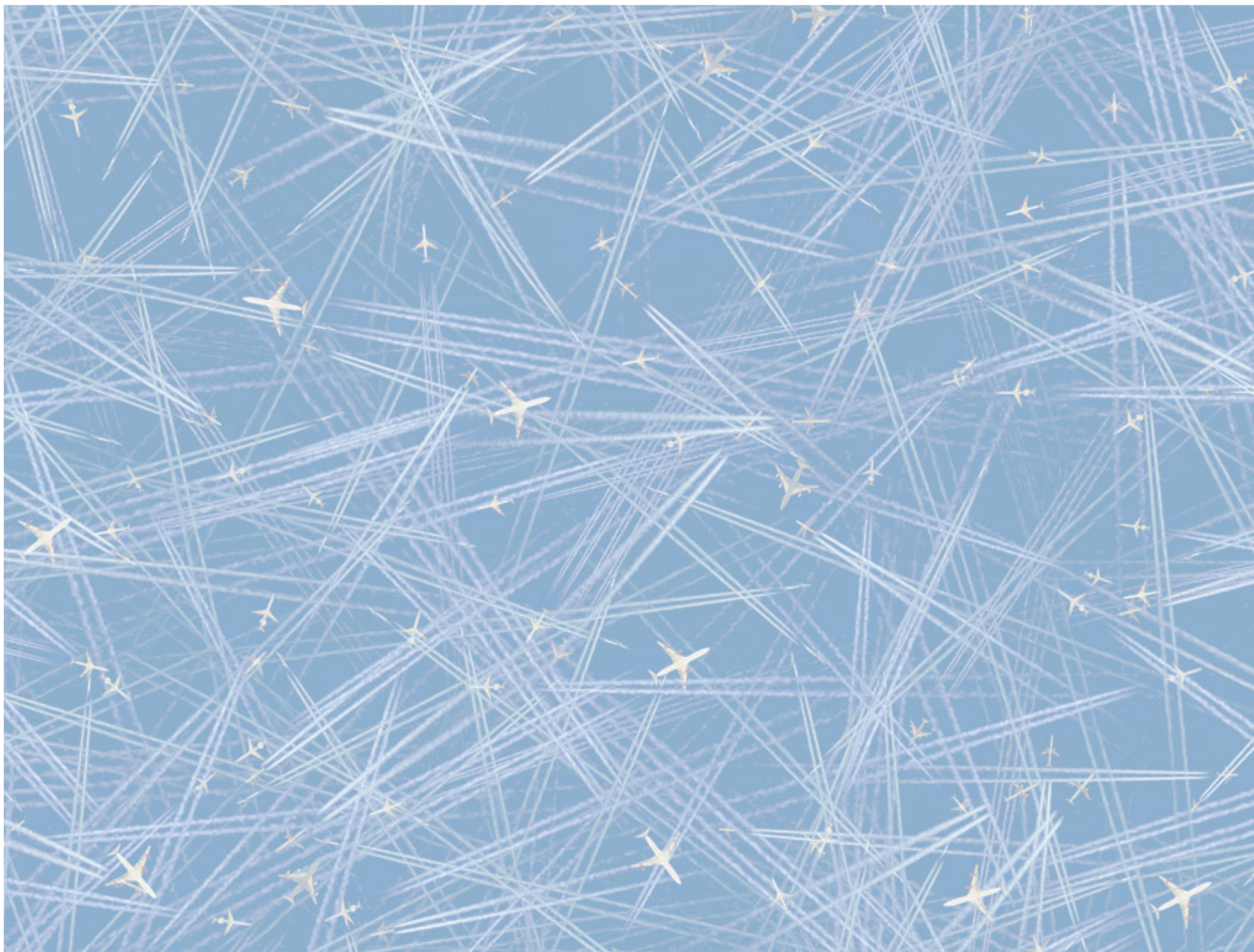


Jet Trails

Depicts 11,000 jet trails,
equal to the number of commercial flights in the US every eight hours.



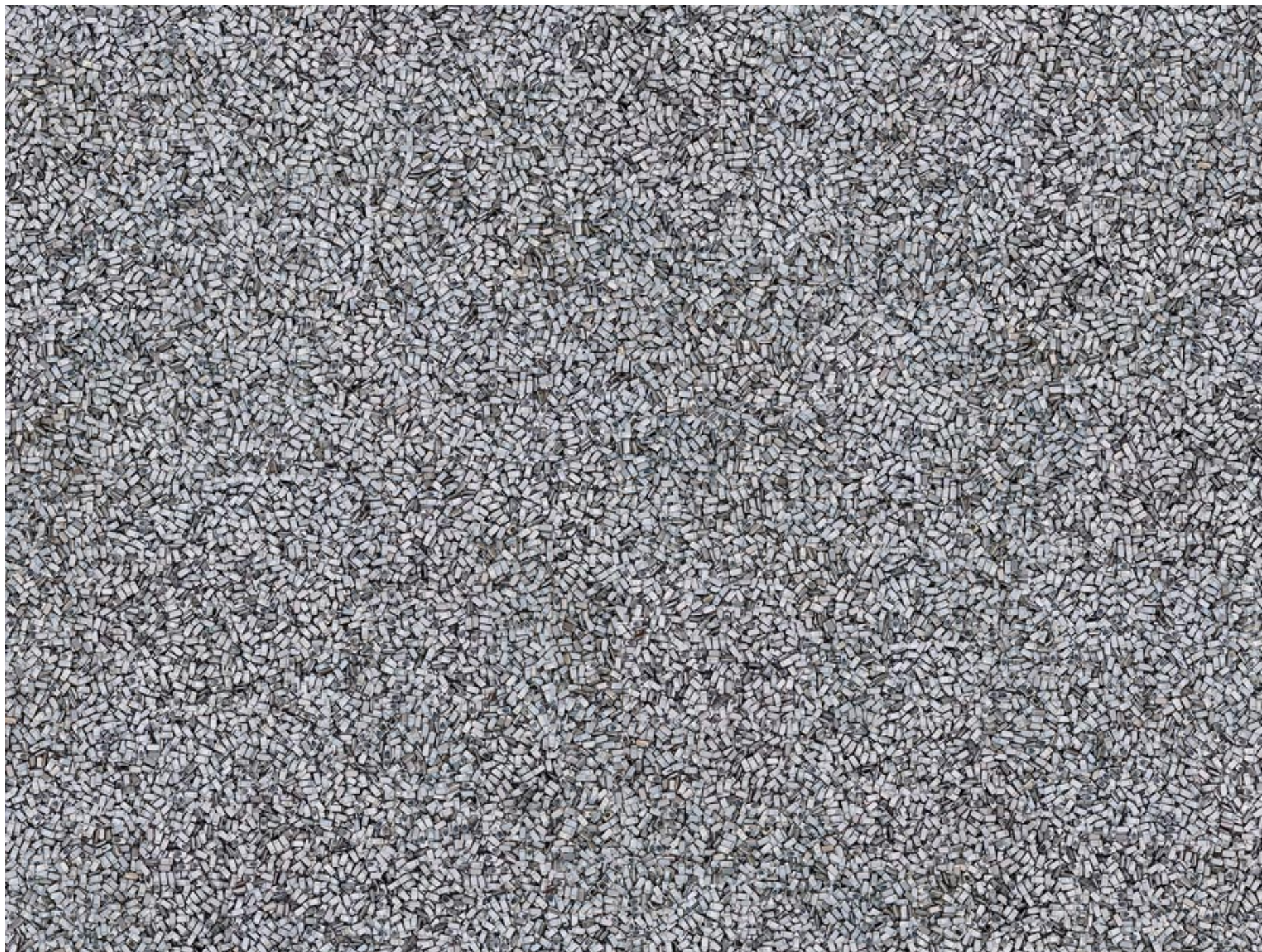




Cell Phones

Depicts 426,000 cell phones,
equal to the number of cell phones retired in the US every day.

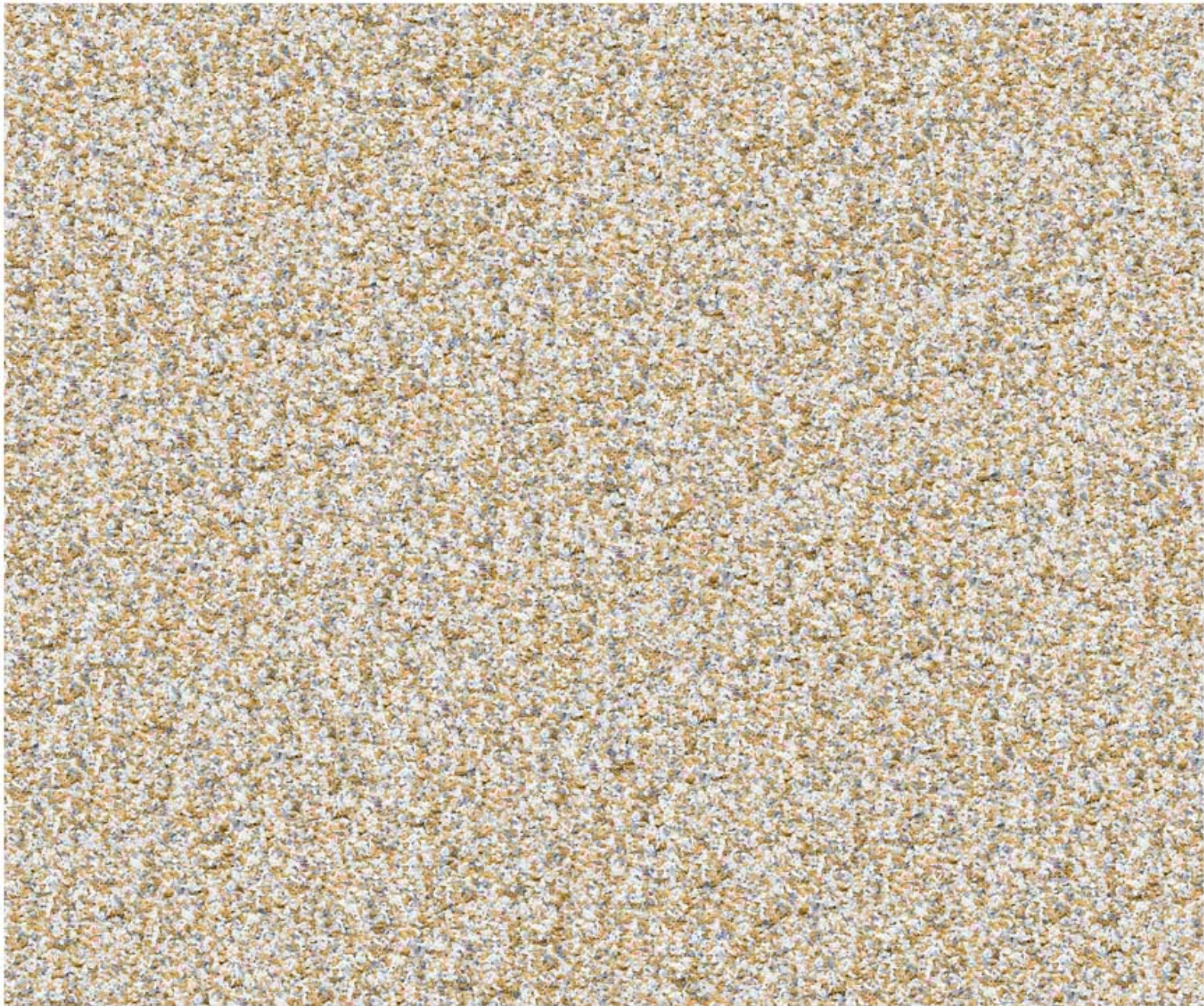


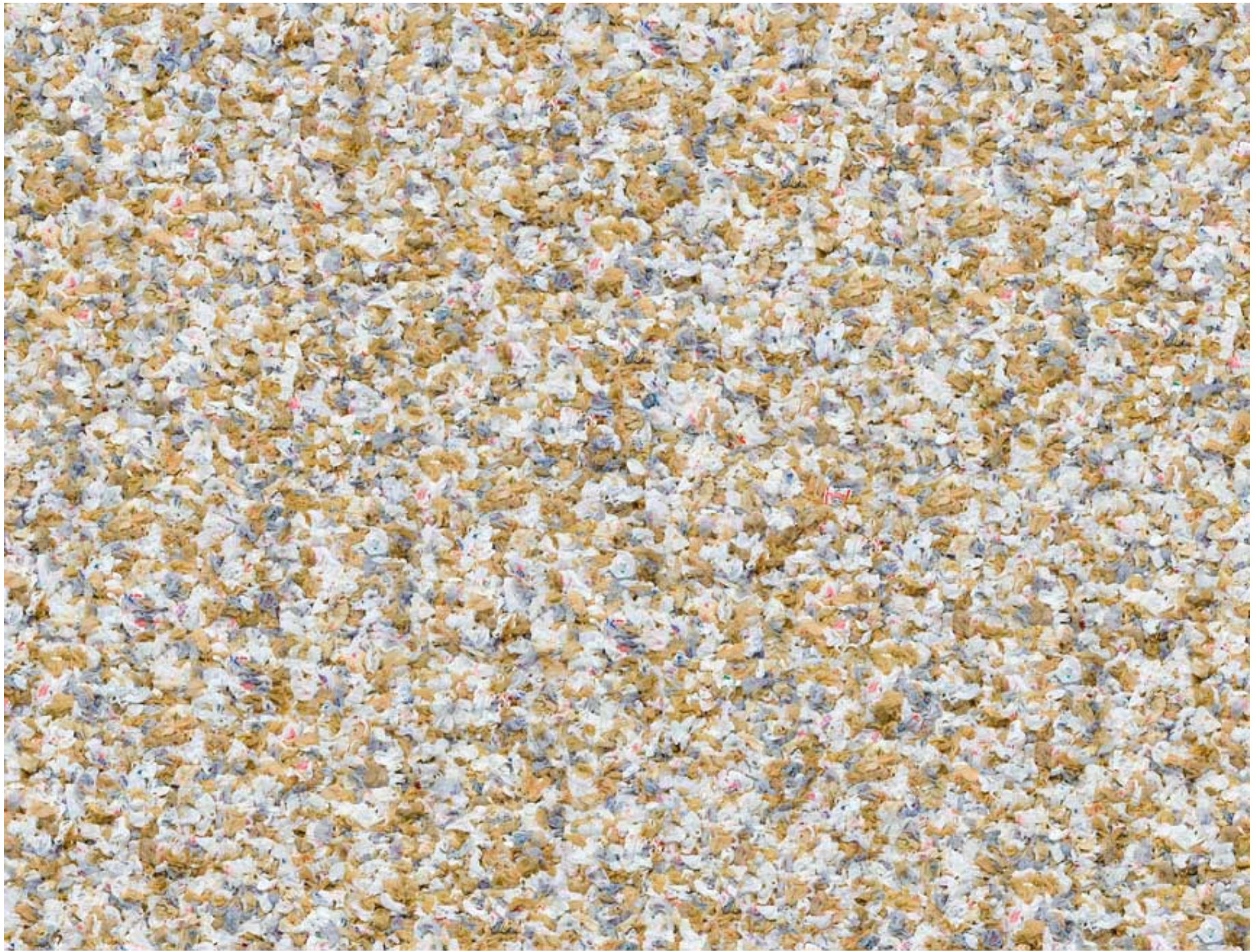




Plastic Bags

Depicts 60,000 plastic bags, the number used in the US every five seconds.

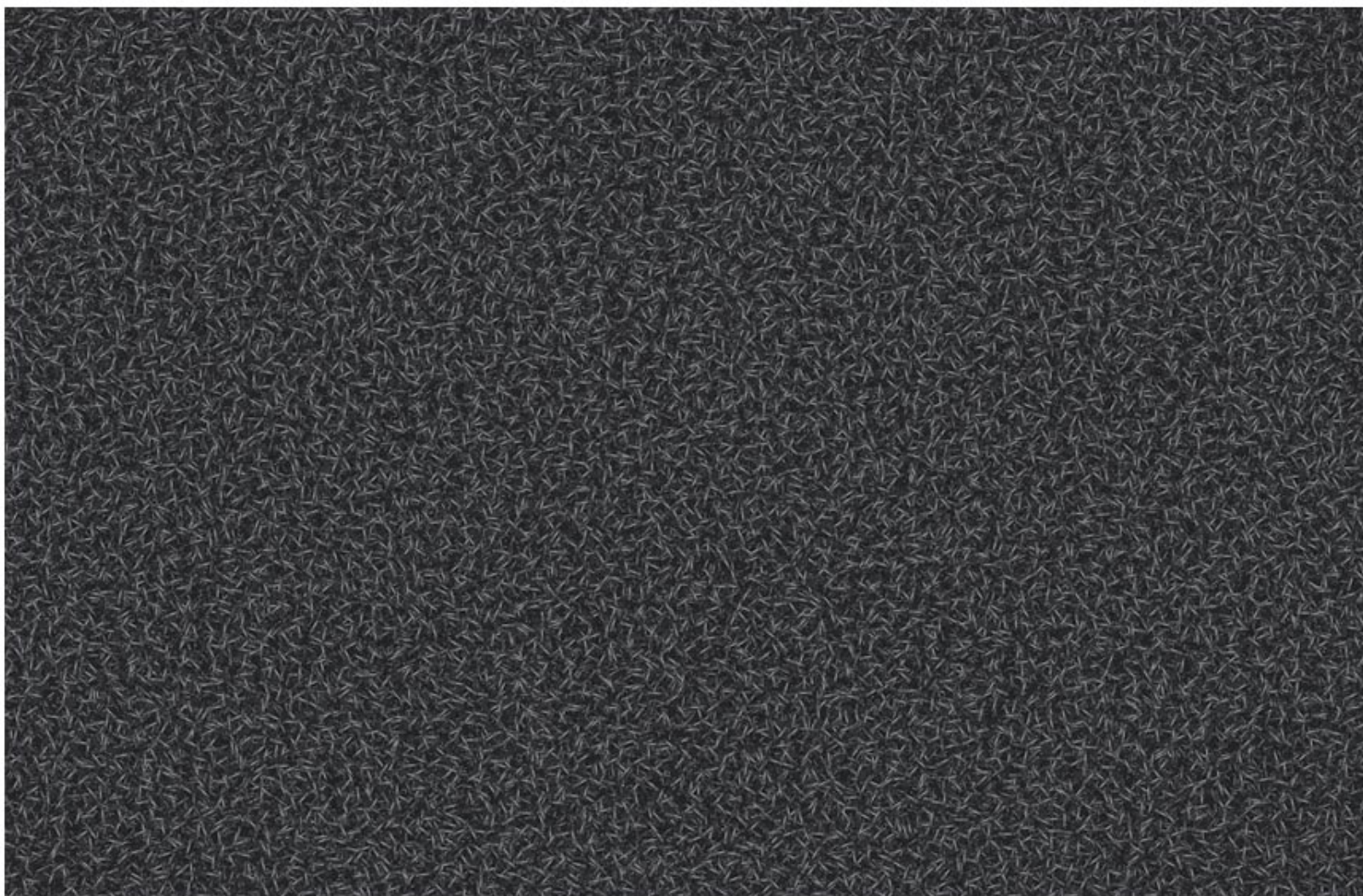


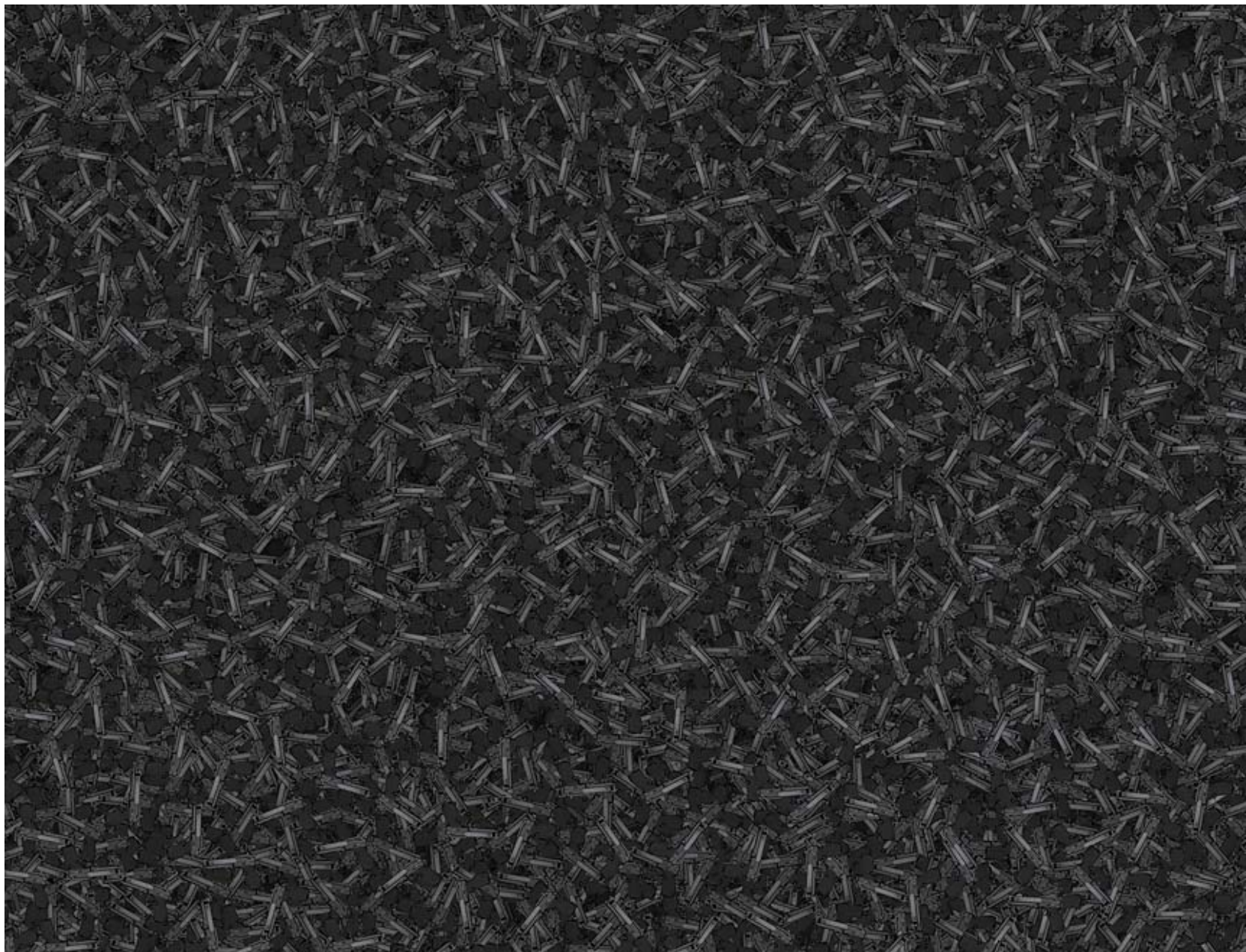




Handguns

Depicts 29,569 handguns,
equal to the number of gun-related deaths in the US in 2004.







chrisjordan.com

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