

SO.....

i'll never forget the day i  
published this video  
i uploaded it at the Fandor  
office  
on Dec 13 2011  
and then my boss took me to  
lunch  
to tell me  
that they decided the videos  
just weren't viral enough  
and that my services were no  
longer needed

i came back from the worst  
lunch of my life  
to a very excited office  
wondering why their website  
traffic was exploding

then my boss asked me out to  
a coffee

and offered to let me keep  
making videos

i agreed because i didn't have

other options to make a living  
doing this work

this question of how work is to  
be valued

aesthetically  
commercially  
ideologically  
etc etc

became more and more  
present for me.

but while i was having my love  
hate relationship with fandom

people in GERMANY expressed  
much more enthusiasm with  
less reservation  
starting with two Berliners  
named  
Michael Baute and Volker  
Pantenburg  
who invited me to the Kunst  
der Vermittlung program at the  
Arsenal in 2009

and they told me about a  
filmmaker i should pay  
attention to

named Harun Farocki  
and encouraged me to study  
his works

i followed their advice  
and here is an example of  
one of my Farocki studies

[https://www.youtube.com/  
watch?v=f5MQ51LEfBM](https://www.youtube.com/watch?v=f5MQ51LEfBM)