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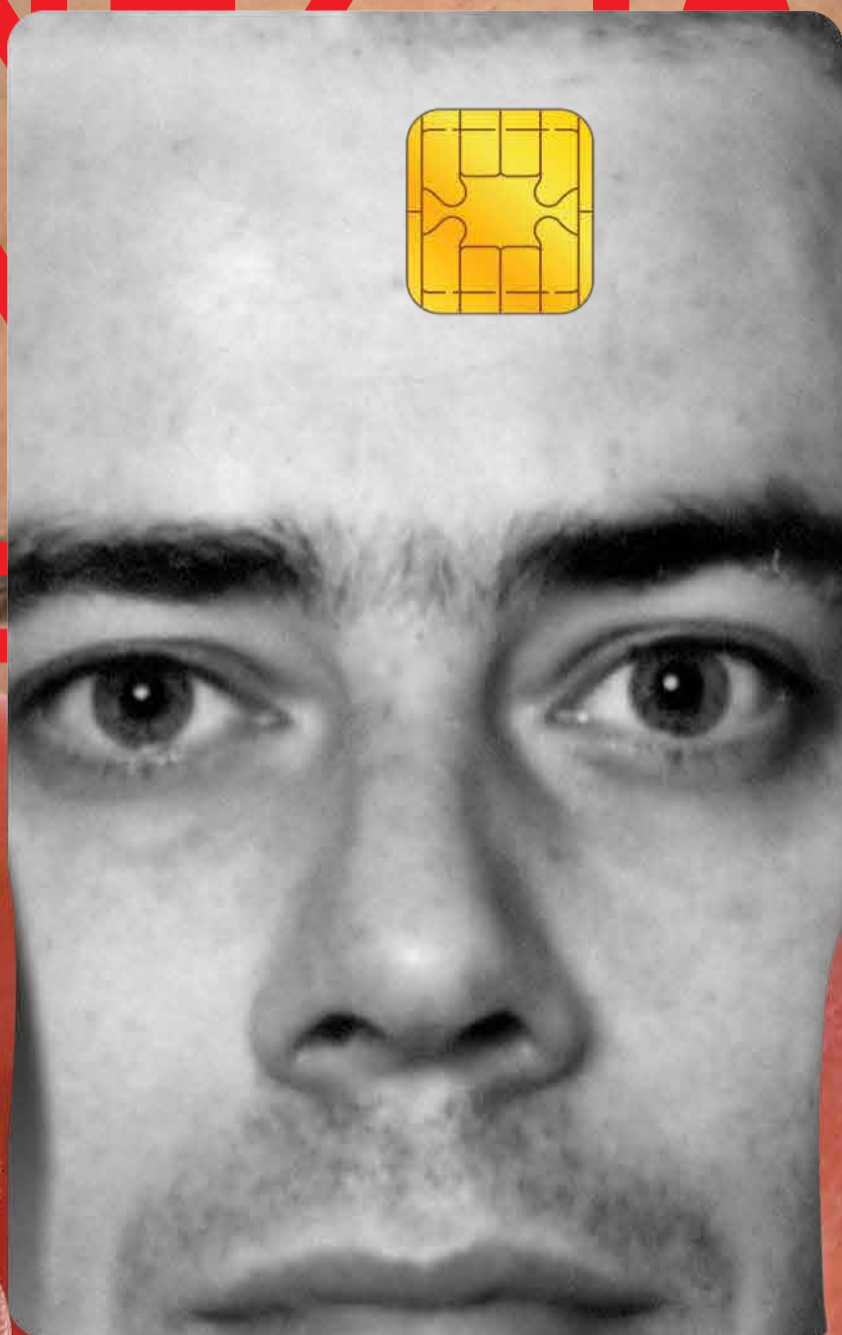


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TOBAČNA 001

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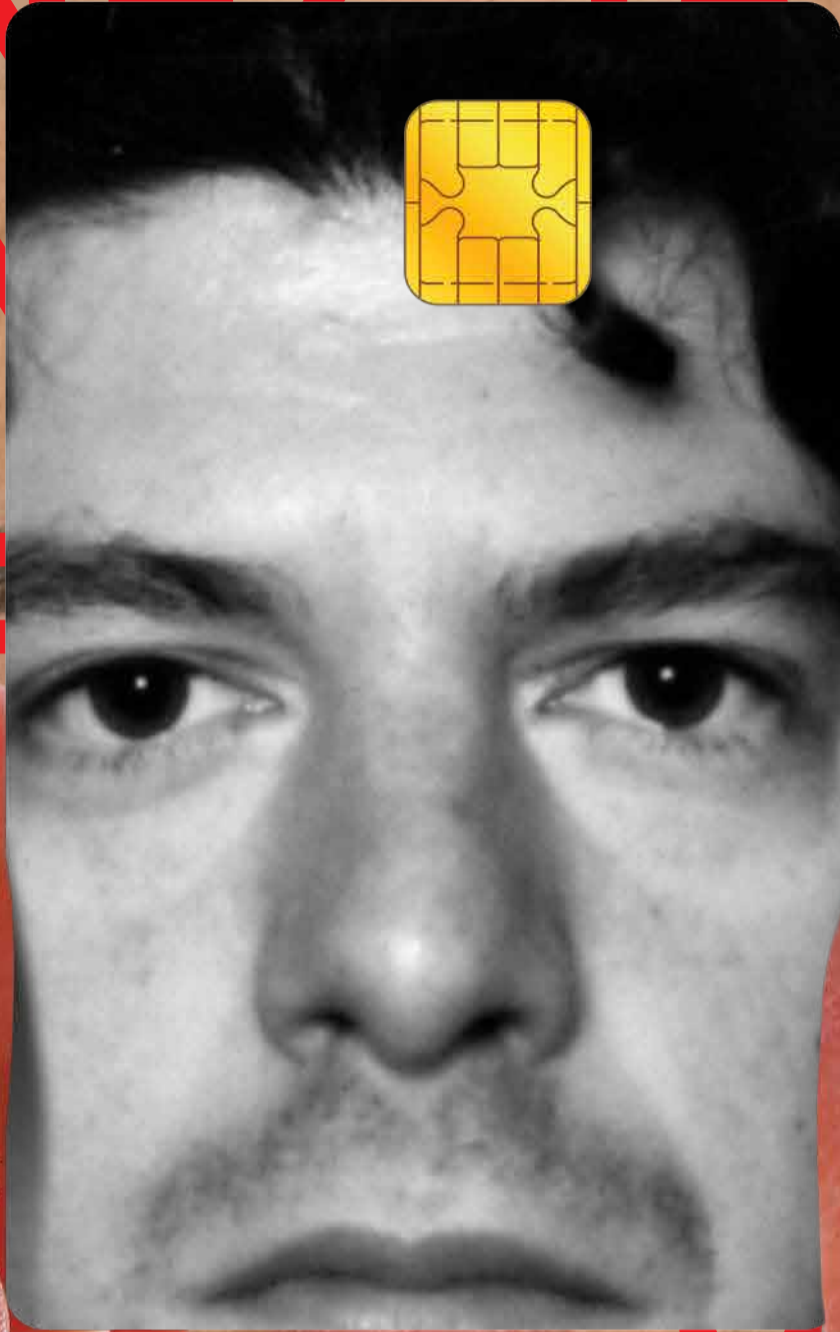


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KULTURNI  
CENTER

TOBAČNA 001

# Muzej in galerije mesta Ljubljane Kulturni center Tobačna 001 Janez Janša, Janez Janša, Janez Janša 28. 6. – 8. 7. 2016

## VSE O TEBI ALL ABOUT YOU

Vljudno vabljeni na odprtje  
razstave ter predavanje  
v torek, 28. junija, ob 20. uri  
v KC Tobačna 001.

You are cordially invited  
to attend the opening of the  
exhibition and a lecture  
on Tuesday, June 28, at 8 pm  
at the CC Tobačna 001.

PRODUKCIJA / PRODUCTION:  
Aksioma – Zavod za sodobne umetnosti, Ljubljana /  
Aksioma – Institute for Contemporary Art, Ljubljana, 2016

IZVRŠNA PRODUCENTKA / EXECUTIVE PRODUCER:  
Marcela Okretič

KOPRODUKCIJA / COPRODUCTION:  
KC Tobačna 001/MGML

KUSTOSINJA / CURATED BY:  
Alenka Trebušak

PROJEKT SO PODPRILI / SUPPORTED BY:  
Ministrstvo za kulturo Republike Slovenije in Mestna občina Ljubljana  
The Ministry of Culture of the Republic of Slovenia and the Municipality of Ljubljana

### DOGODKI

**Torek, 28. junij, 20.00**  
**PREDAVANJE FILOZOFA IN**  
**SOCIOLOGA DR. LEVA KREFTA**

### EVENTS

**Tuesday, June 28, 8 pm**  
**LECTURE BY LEV KREFT,**  
**DOCTOR OF PHILOSOPHICAL**  
**SCIENCES**

Maja 2013 sta nigerijska komisija za upravljanje identitet National Identity Management Commission (NIMC) in MasterCard napovedala lansiranje pilotnega programa uvedbe 13 milijonov nacionalnih pametnih osebnih izkaznic znamke MasterCard, ki vključujejo možnost elektronskega plačevanja, tj. program uvedbe nove večnamenske osebne izkaznice, za izvedbo katerega je bila med trinajstimi prijavi izbrana MasterCardova predplačilna tehnologija. Proces včlanitve je vključeval evidentiranje posameznikovih demografskih in biometričnih podatkov, ki naj bi bili podlaga za »nacionalno identitetno bazo podatkov«.

V približno istem času je banka United Bank for Africa (UBA) napovedala plačilno kartico MasterCard z imenom All About U (Vse o tebi), tj. personalizirano plačilno kartico, ki omogoča, da stranke ob njeni uporabi s seboj nosijo svoje drage spomine. »Dajemo vam nekaj, kar bo samo vaše,« je rekel namestnik izvršnega direktorja UBA Kennedy Uzoka, »kartico, ki bo resnično izražala vašo lastno osebnost. Ne potrebujete bančnega logotipa, ampak osebni logotip ali identiteto.« Sklenil je: »Z uporabo oblikovalske programske opreme, ki se gladko združuje s sistemom za upravljanje kartic, se kartica All About U v znamki UBA povsem zlije z ustvarjalno domišljijo stranke, s čimer stranka postane 'partner pri oblikovanju', kar ustvari občutek zvestobe in poveča naklonjenost.«

Februarja 2015 so trije slovenski umetniki Janez Janša, Janez Janša in Janez Janša, ki so si ime izposodili pri plačilni kartici UBA in dobesedno interpretirali besede Kennedyja Uzoke, začeli projekt *Vse o tebi*, ki izkorišča storitev personalizacije kartic, na voljo pri njihovi banki: Novi Ljubljanski banki. Najprej je vsak desetkrat povečal sliko svoje osebne izkaznice, povečano sliko razdelil na sto enakih delov, potem pa začel tedensko vlagati prošnje za novo personalizirano kartico Visa®, Maestro® in MasterCard®.

Vsaka prošnja je bila podvržena skrbnemu pregledu bančnih službenec, ki so lahko sprejeli ali zavrnili predloženo podobo v skladu s pravili za izbiro motiva. To je produkcijo spremenilo v časovni relacijski performans, kjer je odnos med umetnikom in proizvajalcem sovpadel z odnosom med stranko in njeno banko.

Triptih *Vse o tebi* je specifičen ready-made, ki načena številna vprašanja družbenih odnosov ter relacij med subjektom in objektom, kot so kroženje denarja, status umetniškega dela, identifikacija in državljanstvo. Lahko bi rekli, da predstavlja »avtoportret državljana«, pri čemer je Republika Slovenija uporabljena kot ogledalo.

In May 2013, the Nigerian National Identity Management Commission (NIMC) and MasterCard announced as part of a pilot program the rollout of 13 million MasterCard-branded *National Identity Smart Cards* with electronic payment capability: the new multipurpose identity card which had 13 applications including MasterCard's prepaid payment technology. The enrollment process involved the recording of an individual's demographic data and biometric data, which would provide the basis for a "National Identity Database."

Around the same time, the United Bank for Africa (UBA) announced the "All About U" Debit MasterCard: a personalized debit card which allows Customers to carry around their fond memories while using their Debit Cards. Deputy UBA Managing Director Mr. Kennedy Uzoka said: "We are giving you something to own – a card that truly reflects your own personality. You do not need a bank logo, but your personal logo or identity"; and he concluded: "Using design software which seamlessly integrates with the bank's card management system, the UBA All About U card perfectly blends the UBA brand with the customer's creative imagination, making the customer a 'partner-in-design' while creating a sense of loyalty and enhancing affinity."

In February 2015, borrowing the title from the name of the UBA debit card, the three Slovenian artists Janez Janša, Janez Janša and Janez Janša started *All About You*, a project that takes advantage of the personalized card service offered by their bank: Nova Ljubljanska Banka. Each of them magnified the image of his ID card tenfold, then partitioned it into a hundred equal parts, and finally started applying for a new personalized Visa®, Maestro® and MasterCard® every week.

Each request was subjected to the scrutiny of bank's employees who could accept or deny the submitted image in accordance with what is stated in the bank's image guidelines. This turned the production into a time-based relational performance where the relation between the artist and the producer coincided with the relation between the bank's customer and his bank.

The triptych *All About You* is a specific kind of ready-made that brings up several social and subject/object relations, such as money circulation, artwork status, identification and citizenship. We could say it represents a "self-portrait as a citizen" with the Republic of Slovenia used as a mirror.



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### Odprto:

torek – petek  
11.00 – 17.00

Sobote, nedelje,  
ponedeljki in prazniki zaprto.

### Opening hours:

Opening hours:  
Tuesday – Friday  
11 am – 5 pm

Closed on Saturdays,  
Sundays, Mondays and  
public holidays.

### Razstavo sta podprla / The exhibition is supported by:



Mestna občina  
Ljubljana



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