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**THE CLOUD
IS THE
NEW
INFINITY**

20

2012

THE CLOUD IS THE NEW INFINITY

Douglas Coupland
Artist Edition

Archival inkjet print on watercolour paper
60 x 70 cm
2017

Edition of 30, signed and numbered
€ 500 (unframed)
€ 900 (framed with ArtGlass)
transport costs not included

With *The Cloud Is The New Infinity* (2017), renowned author and artist Douglas Coupland presents a brand new *Slogan for the Twenty-First Century*.

Slogans for the Twenty-First Century is an ongoing body of statements Coupland in which he: "Isolates what is already different in the twenty-first century mind as opposed to the twentieth."

Funds generated from the sale benefit both the artist and Witte de With, allowing us to initiate, produce, and present new works to keep on shaping the contemporary and to fulfill our private income obligation required by our public funding sources.

For more information please contact Sarah van Overeem - van der Tholen, Business Coordinator, by calling +31 10 411 01 44 or by sending an e-mail to support@wdw.nl.

Courtesy of the artist and Daniel Faria Gallery, Toronto

The price includes VAT for EU customers and is zero-rated for customers from outside the EU.

SLOGANS FOR THE TWENTY-FIRST CENTURY

Coupland wants these works to have heightened immediacy. Coupland states, "If you were to attach a stick to each of these slogans and carry them in the street, would they read as protest or would they read as complicit guilt? For example, twenty years from now, were I to look at a picture of someone holding up a slogan reading 'being middle class was fun', would that read as heartbreaking prescience or as rational acceptance of a bythen sociological certainty?"

The *Slogans* were exhibited at Witte de With as part of *Bit Rot*, on view from September 2015 until January 2016. The exhibition presented Coupland's 'mindscape', combining his own work with loans from his personal collection, as well as material stemming from his recent residency at the Google Cultural Institute in Paris.

DOUGLAS COUPLAND

Since 1991 Coupland has written thirteen novels published in most languages, the renowned novel *Generation X* (1991) being his first. He has written and performed for England's Royal Shakespeare Company and is a columnist for The Financial Times of London. He is a frequent contributor to The New York Times, e-flux, DIS and Vice. In 2000 Coupland amplified his visual art production and has recently had two retrospectives, *Everything is Anything is Anywhere is Everywhere* at the Vancouver Art Gallery, The Royal Ontario Museum and the Museum of Contemporary Canadian Art, and *Bit Rot* at Witte de With Center for Contemporary Art in Rotterdam, and Villa Stuck in Munich. In 2015 and 2016 Coupland was artist in residence in the Paris Google Cultural Institute. Coupland is a member of the Royal Canadian Academy, an Officer of the Order of Canada, a Officer of the Order of British Columbia and is a Chevalier de L'Ordre des Arts et des Lettres.

WHAT WOULD
THE INSIDE
OF YOUR HEAD
FEEL LIKE
WITHOUT
LANGUAGE?

FATE
IS FOR
LOSERS

SO.
MUCH.
PORN.

A
FULLY LINKED
WORLD
NO LONGER
NEEDS A
MIDDLE
CLASS

TOO
MUCH
INFORMATION

THE
DOWNSIDE
OF BEING
CONNECTED
IS THAT YOU'RE
ALWAYS
CONNECTED

YOU CAN HAVE
INFORMATION
OR YOU CAN HAVE
A LIFE
BUT YOU CAN'T HAVE
BOTH

ONCE THE
INTERNET
COLONIZES
YOUR BRAIN
IT CAN NEVER BE
DECOLONIZED

WAITING
FOR THE
SINGULARITY
IS GETTING
DULL

Douglas Coupland, *Slogans for the Twenty-First Century*, 2011-ongoing, photographer Cassander Eeftinck-Schattenkerk, installation photo Witte de With Center for Contemporary Art 2015



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