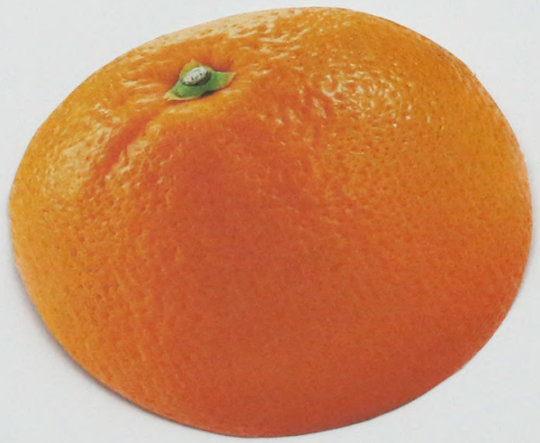
Equivalent
Progress of Practice on Image Equivalence

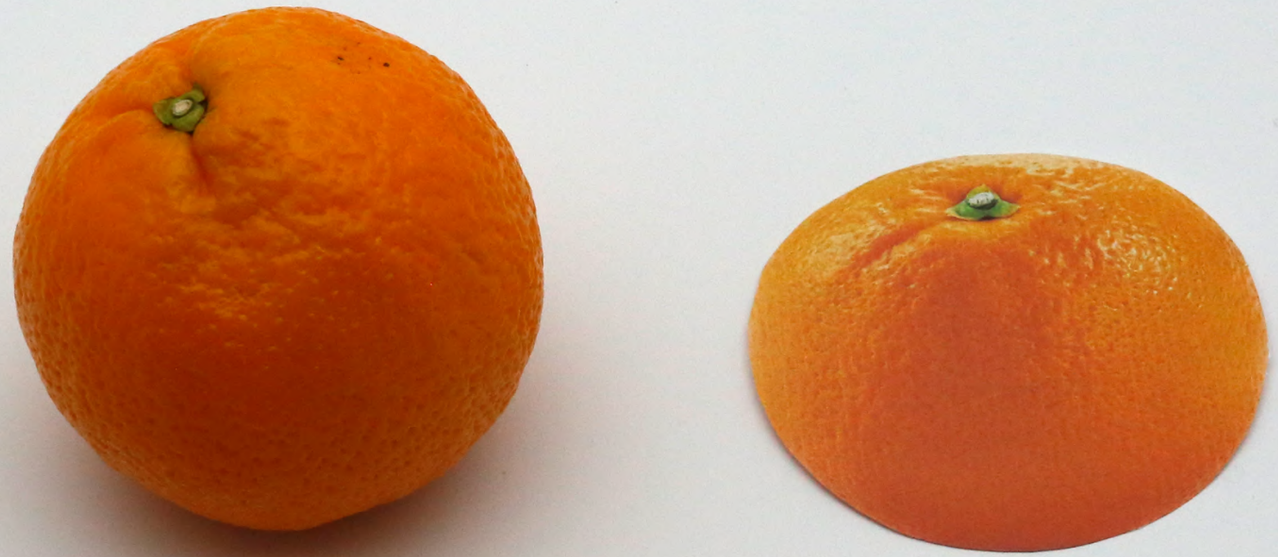
Yuqing Lei
MA Graphic Communication Design
Central Saint Martins



This, is an orange.



This, is an image of an orange.



What's the difference?



This, is an orange.



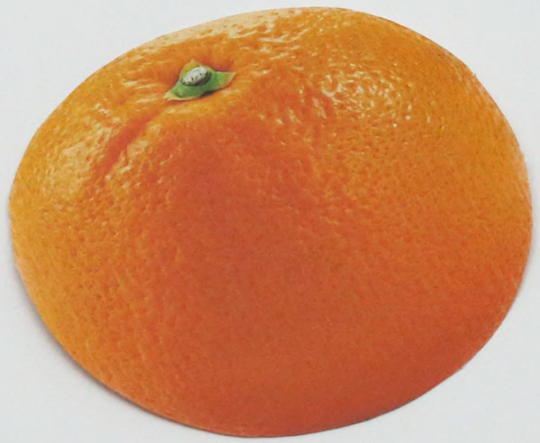
This, is a knife.



A knife, cut, an orange.



We get the flesh, the juice
and the fragrant smell.



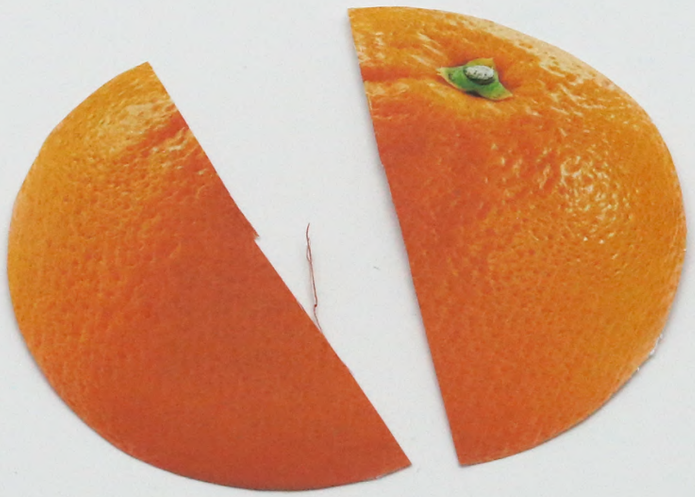
This, is an image of an orange.



This, is a knife.

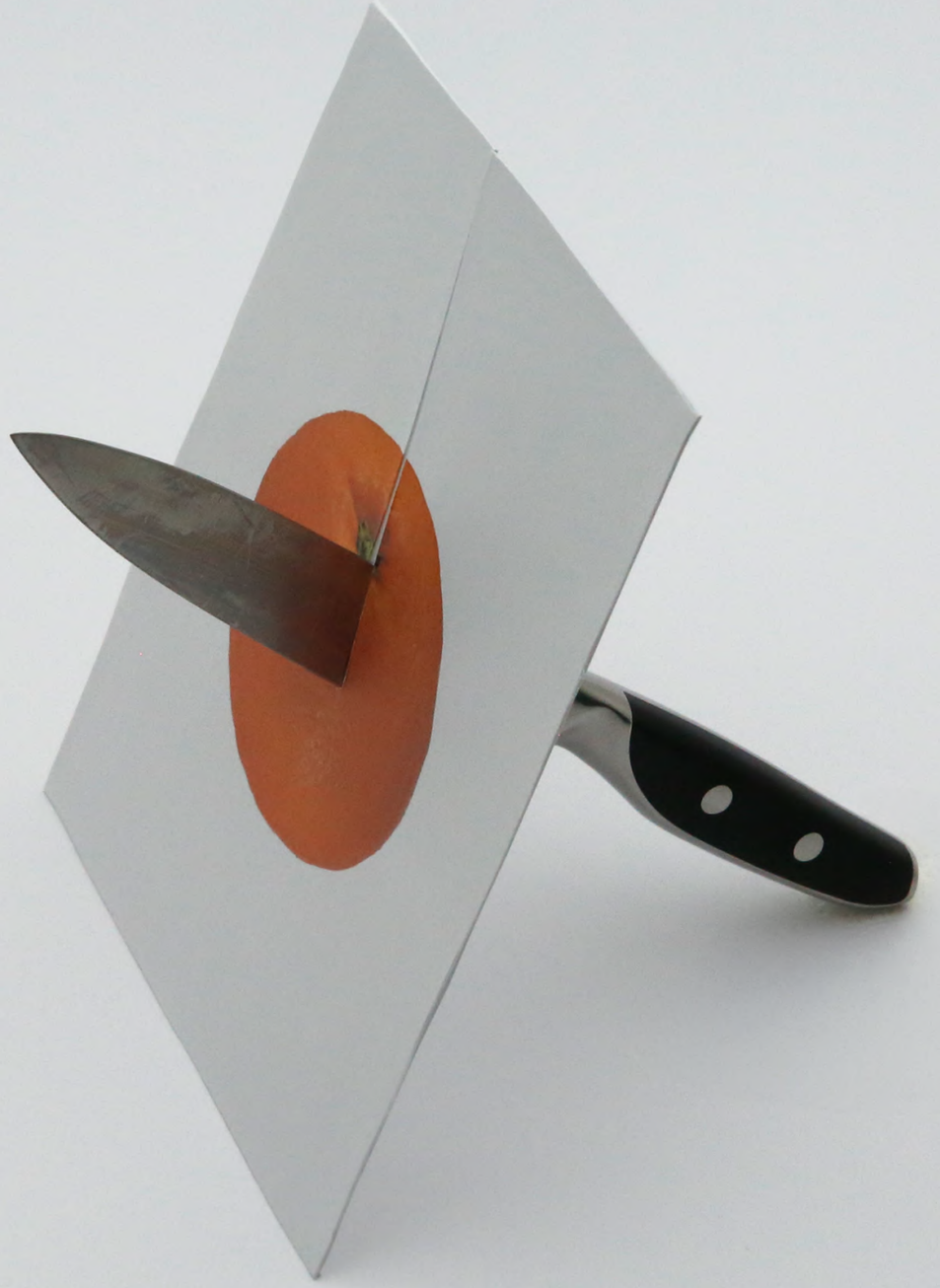


A *knife*, cut, an image of an orange.



We get two pieces,
and scraps of torn paper.

Let's make a few more:



A *knife*, cut, image of an orange.



Image of a knife, cut, an orange.

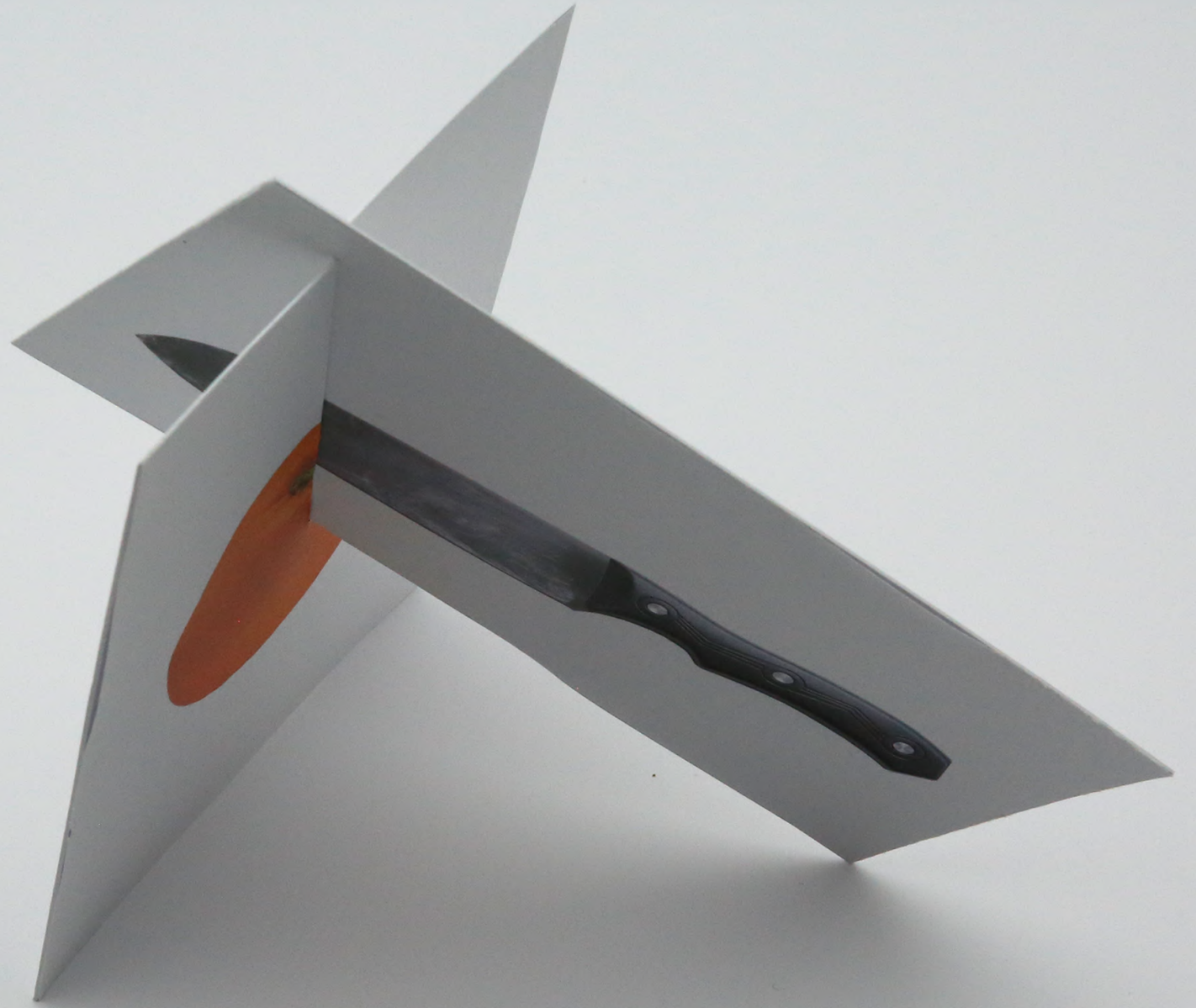


Image of a knife, cut, image of an orange.

What did I get?



If, a knife, is a product.



then, an orange is its explanation.



something like product packaging.



I may not know what it is,



but it must be a lemon squeezer.



Image of a lemon, explaining, a squeezer.





Images, explaining, objects.

Similarly,



This, is a knife.



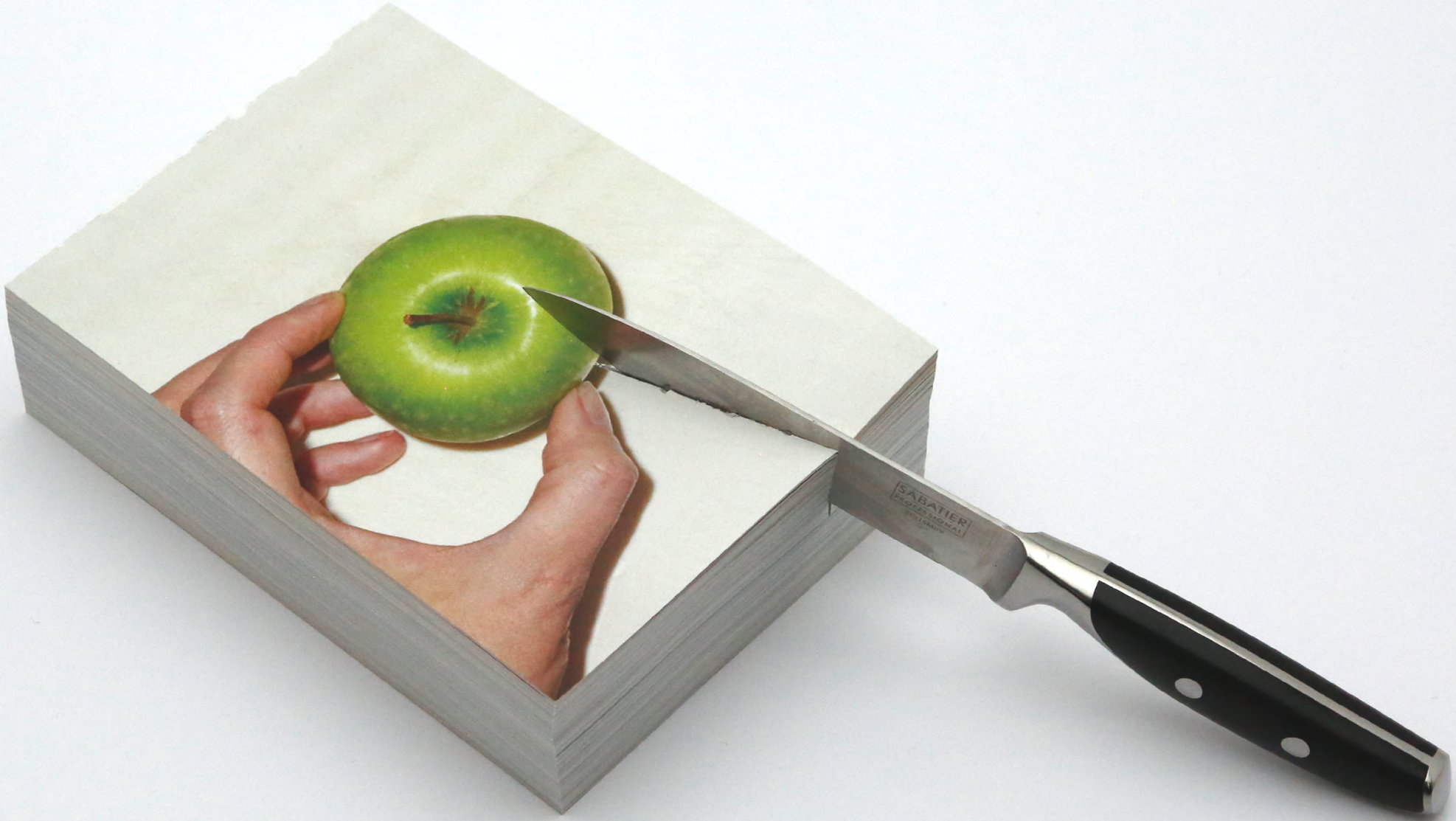
This, is the packaging of the knife.



A cut fig, explaining, a knife.



This knife



can cut an apple,



a watermelon,



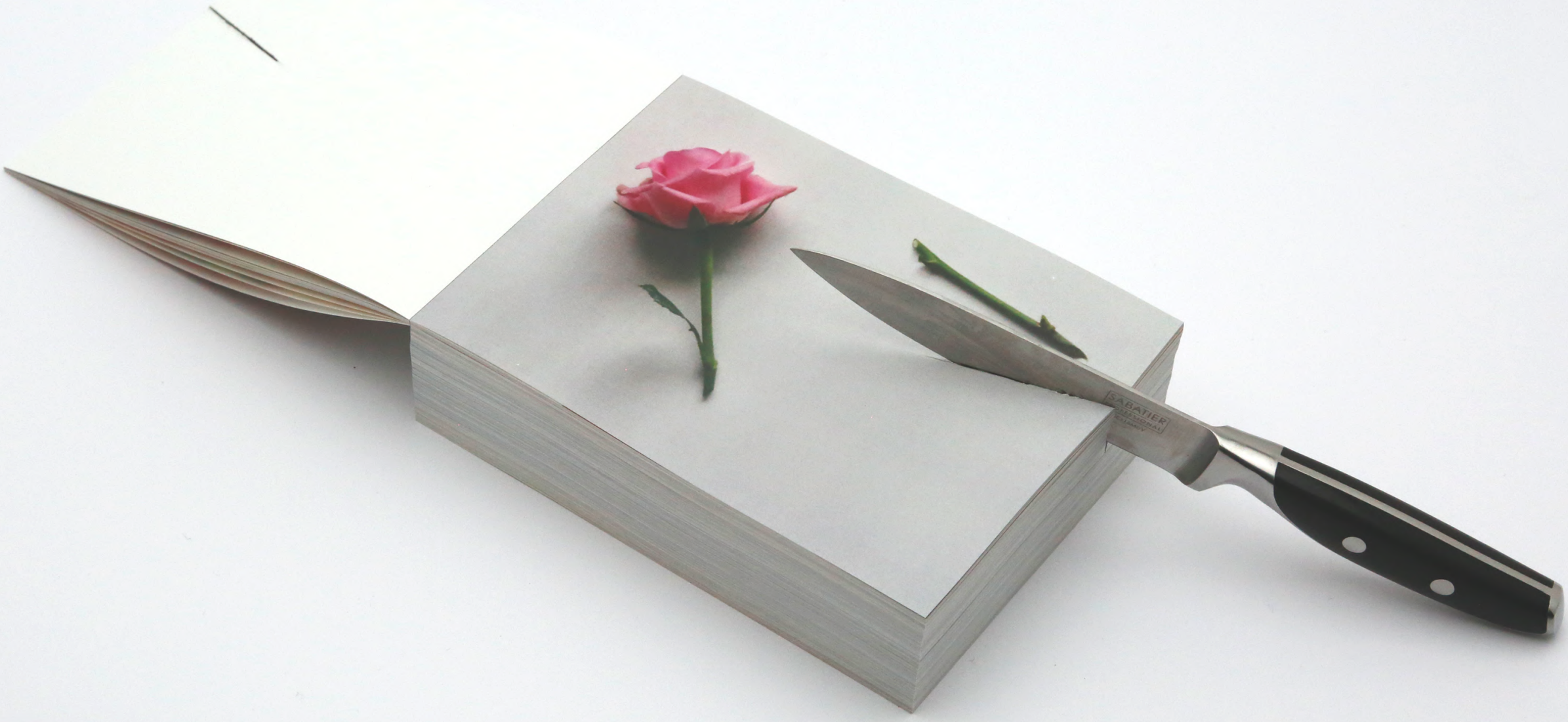
a cabbage,



a red cabbage,



a tomato,



and a rose.



It can cut a finger,



and spread butter.



It can cut an egg,



bread,



a donut,



and also cut animated bread,



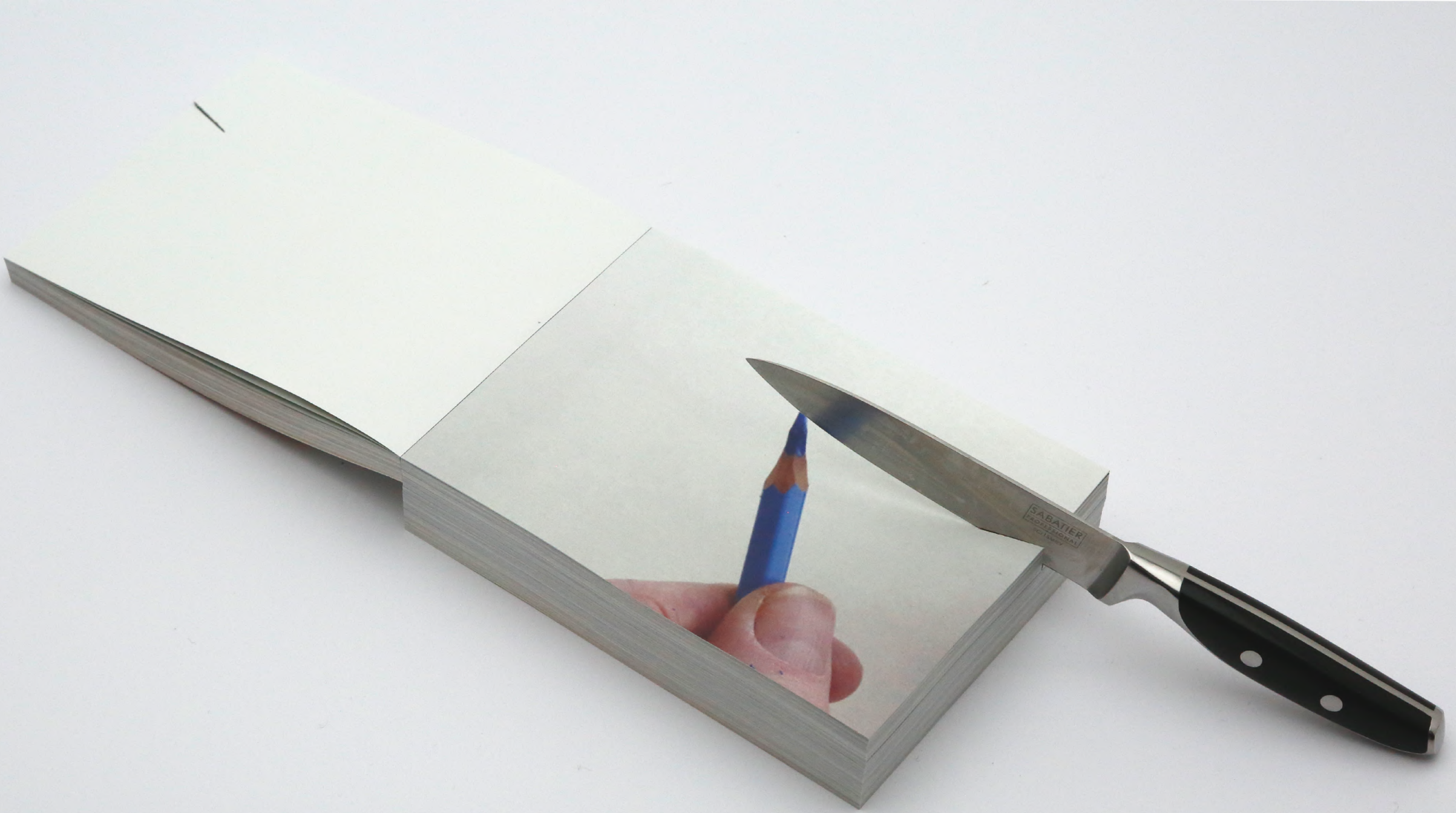
steak,



and a muffin.



It can cut a branch,



sharpen a pencil,



cut hair,



or stab,



and kill someone.

"*The vessel's thingness resides in its holding,*

in the drawing out of water,

in the pouring and giving of drink."

- Heidegger

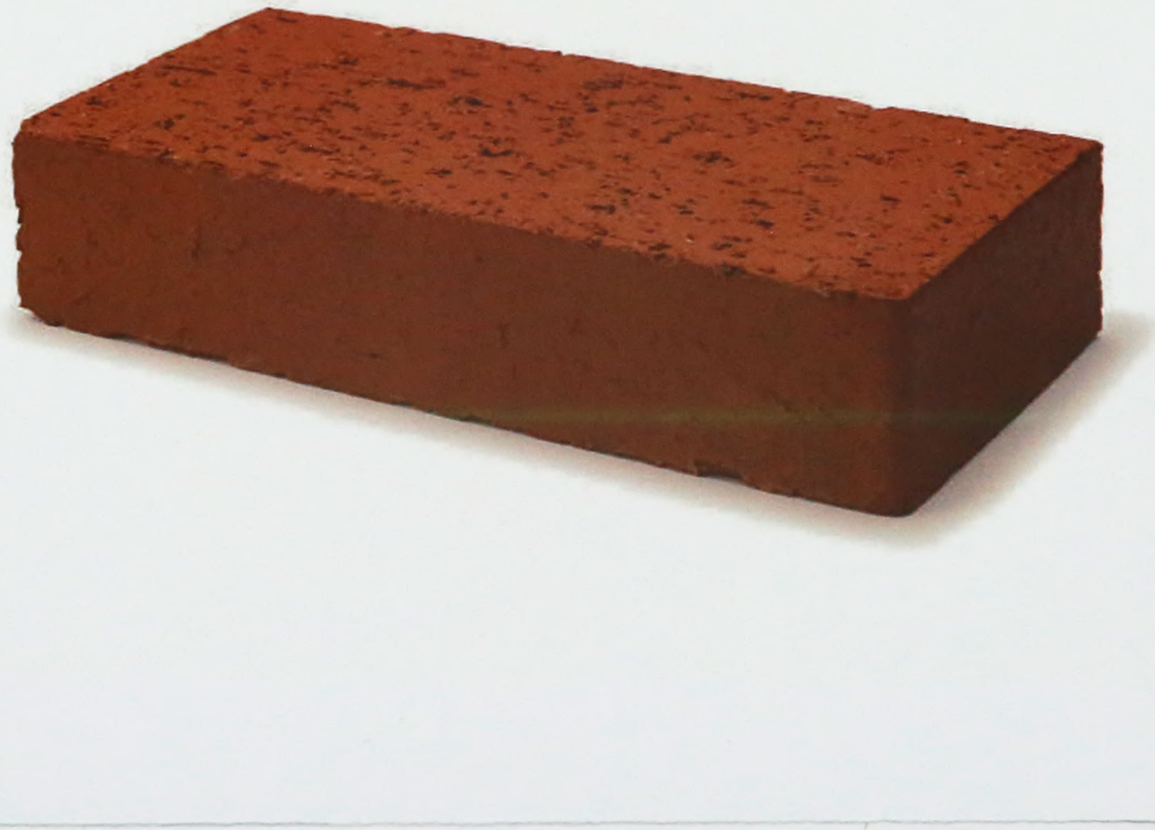
Similarly,

the true essence of a knife
does not lie in its physical form,

but in its function as a tool,

in the images on product packaging.

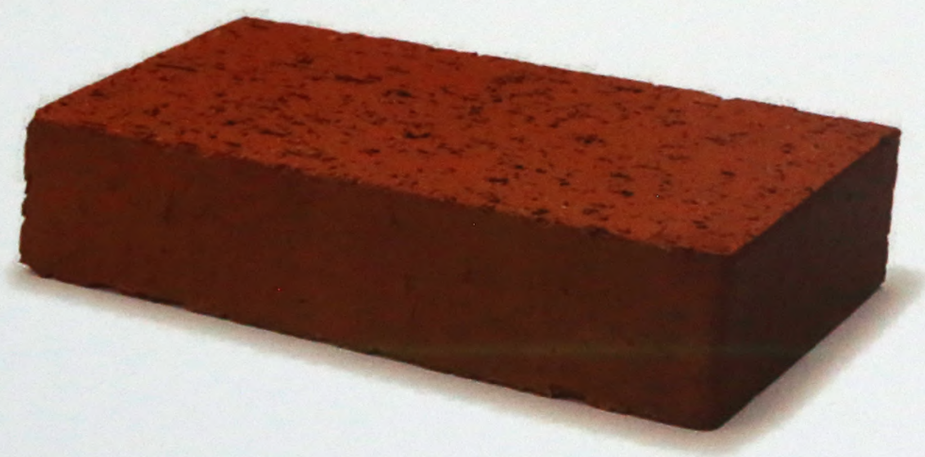
Let's set the knife aside for now.



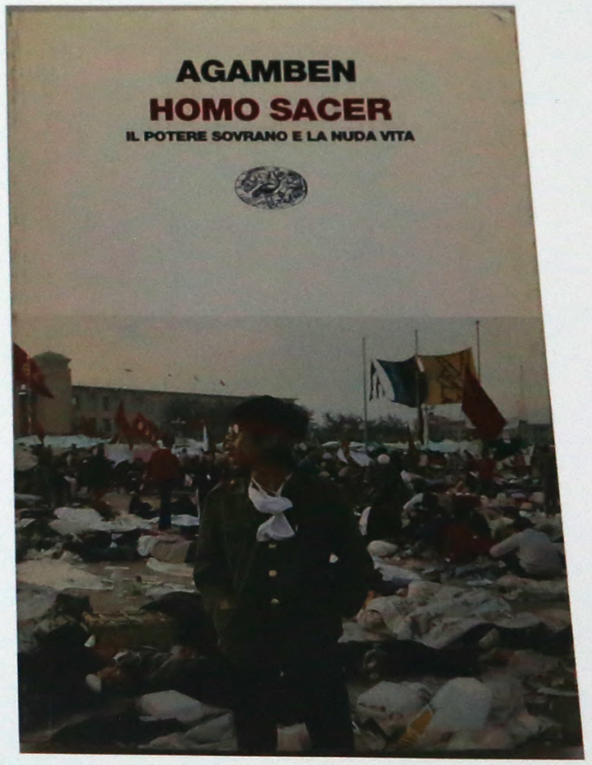
This, is a brick.



This, is Claire Fontaine's work Equivalent.



=



The cover, makes a brick, equal to, a book.

Back to the knife.



Do two separate bubbles mean a knife?



Do



separated clouds,



cow patterns,



blank lines in a paragraph,



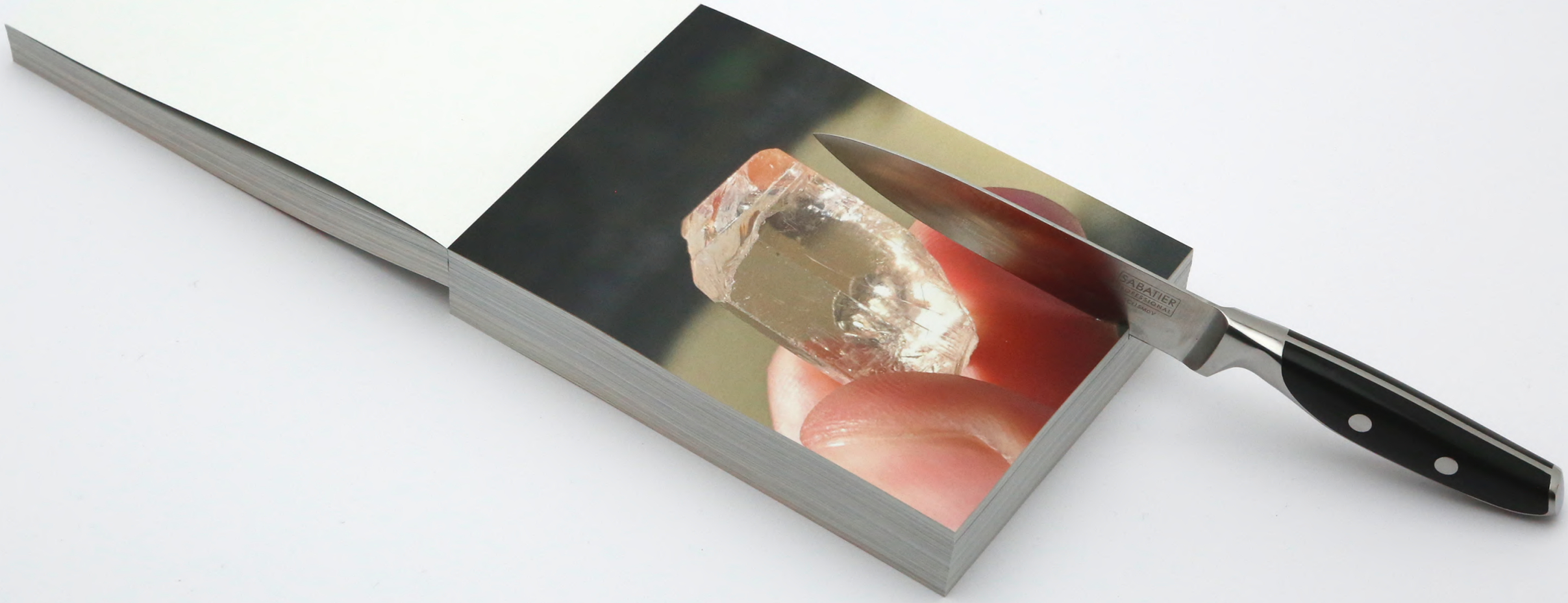
a forked road sign,



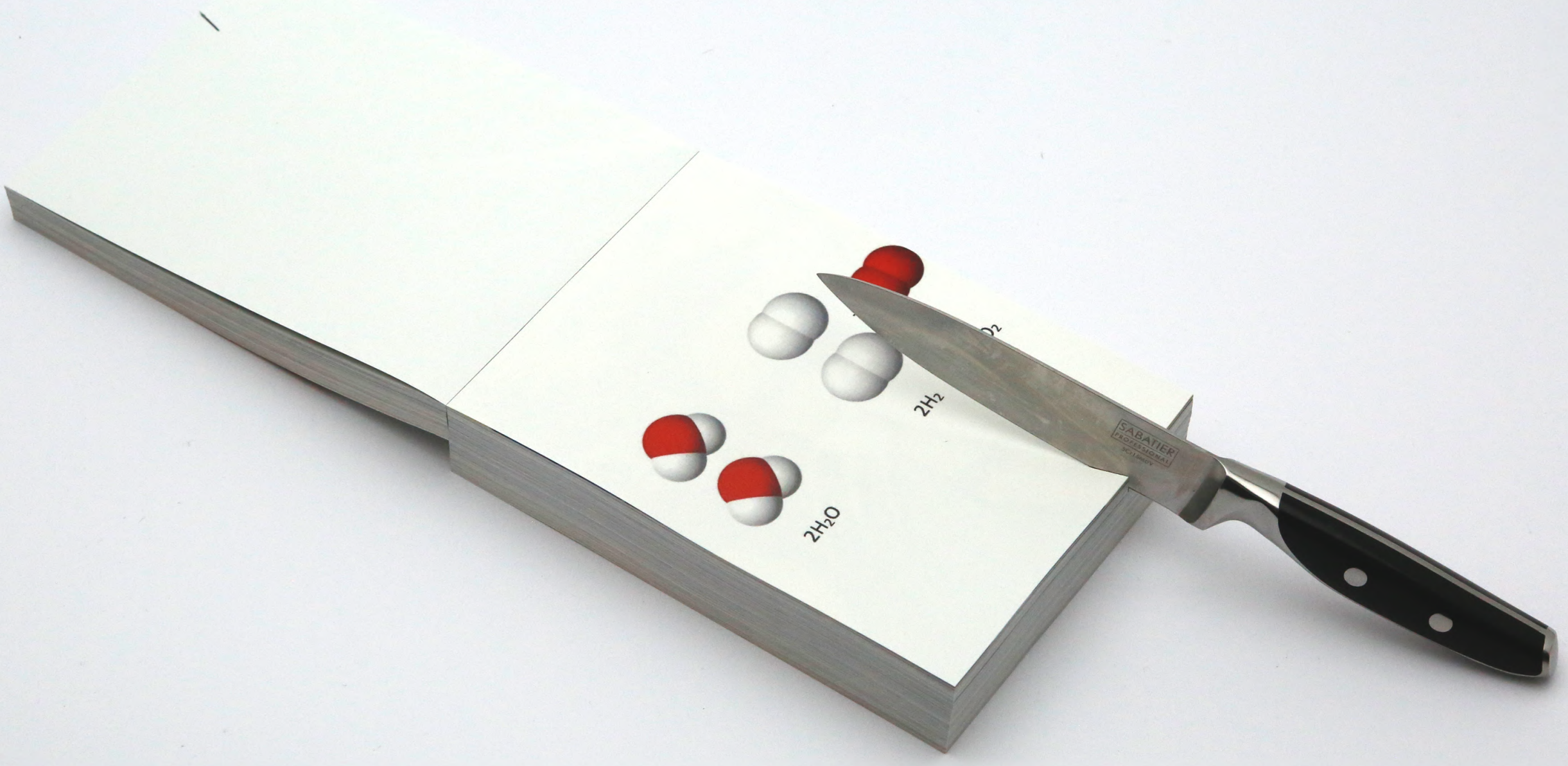
scratches on a table,



a severed rope,



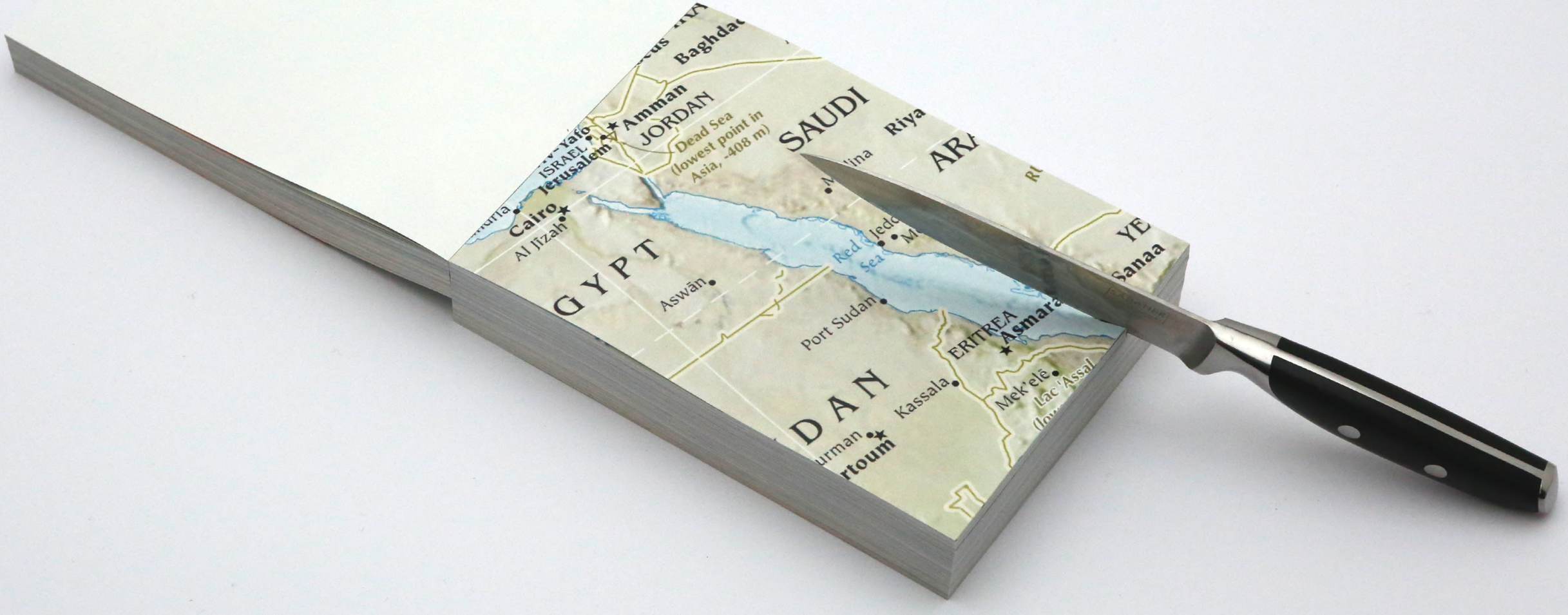
a cut gem,



water molecules split into
hydrogen and oxygen,



bloodstains on a shirt,



the Red Sea on a map


Baghdad
Amman
JORDAN
Dead Sea
(lowest point in
Asia, -408 m)
ISRAEL
Jerusalem
Cairo
Al Jizah
SAUDI
Riya
Jedd
Red Sea
YE
Sanaa
Aswān
Port Sudan
ERITREA
Asmara
Kassala
Mek'elé
Khartoum

mean a knife?

If we remove the knife,



Do this tree,



this piece of paper,



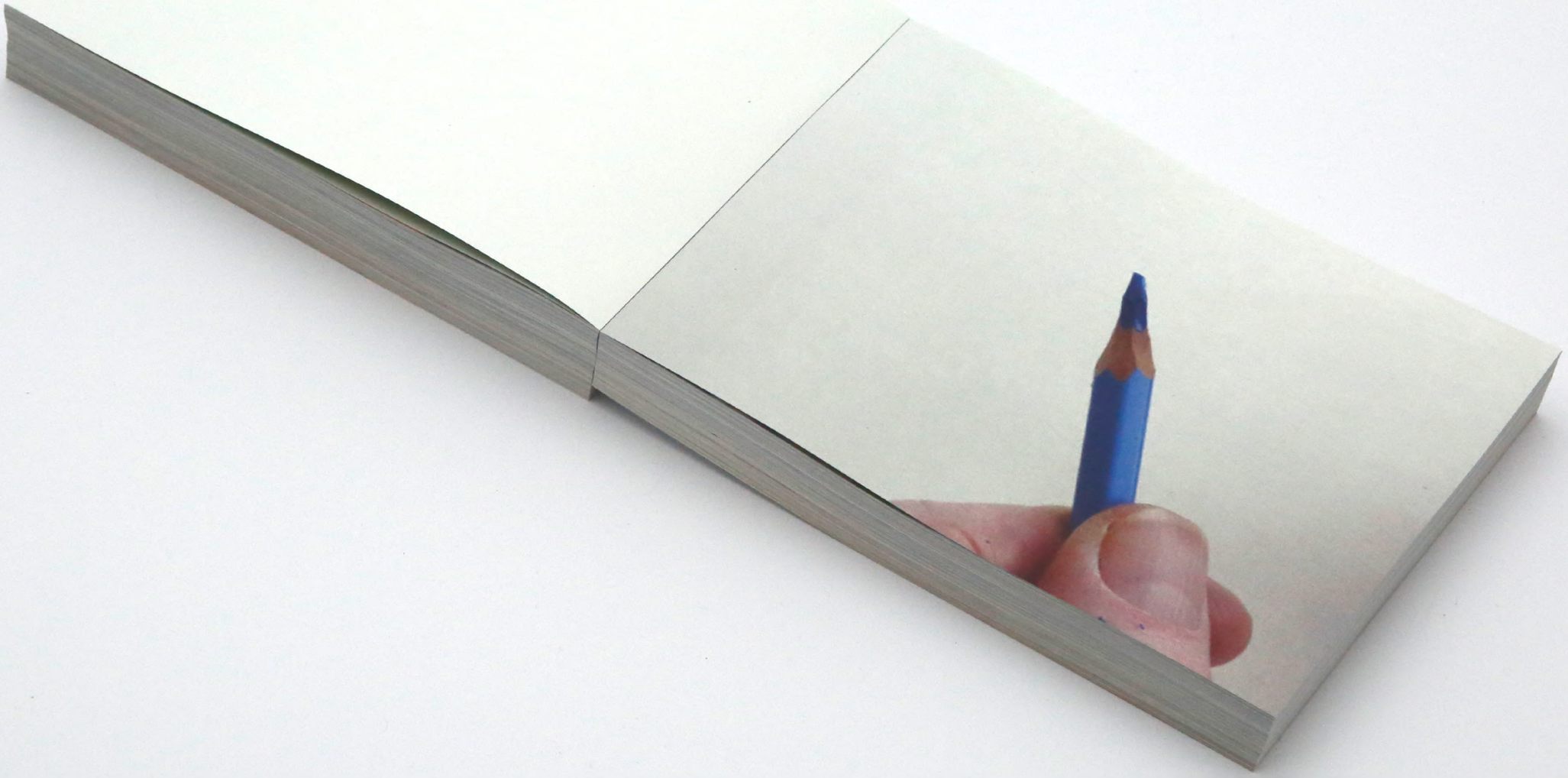
this platform gap,



this half moon,



this branch,



this pencil,



this head of Louis XVI,



this rag,



this rope,



this diamond,



this donut,



this rose,



this slice of toast,



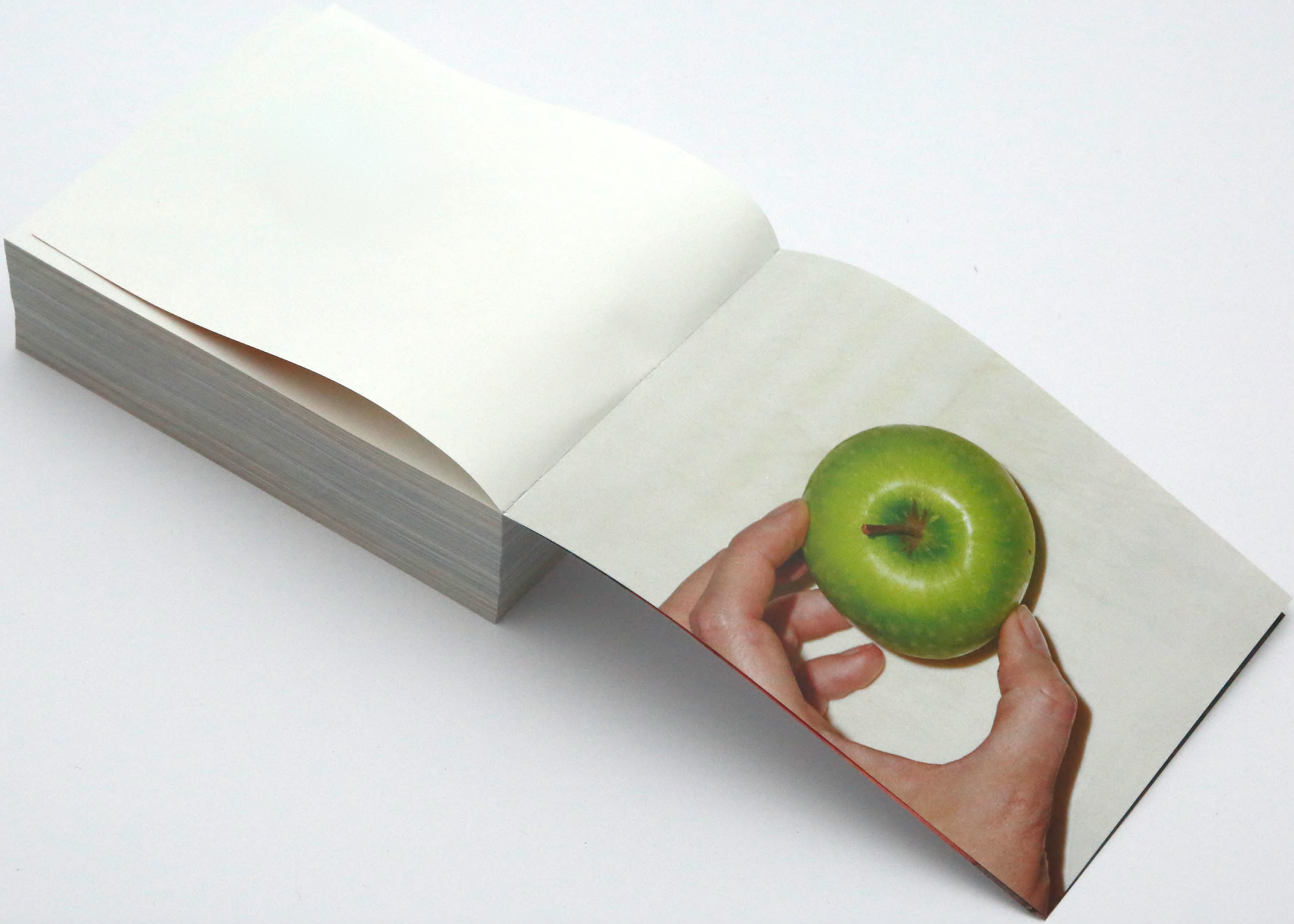
this cabbage,



this wound,



this watermelon,



this apple



equal the knife?

EQUIVALENT

Equivalent.

EQUIVALENT

The word makes me think of
One and Three Chairs.


chair (chãr), *n.* [OF. *chaiere* (F. *chaire*), < L. *cathedra*; see *cathedra*.] A seat with a back, and often arms, usually for one person; a seat of office or authority, or the office itself; the person occupying the seat or office, esp. the chairman of a meeting; a sedan-chair; a chaise†; a metal block or clutch to support and secure a rail in a railroad.

In this work,



=

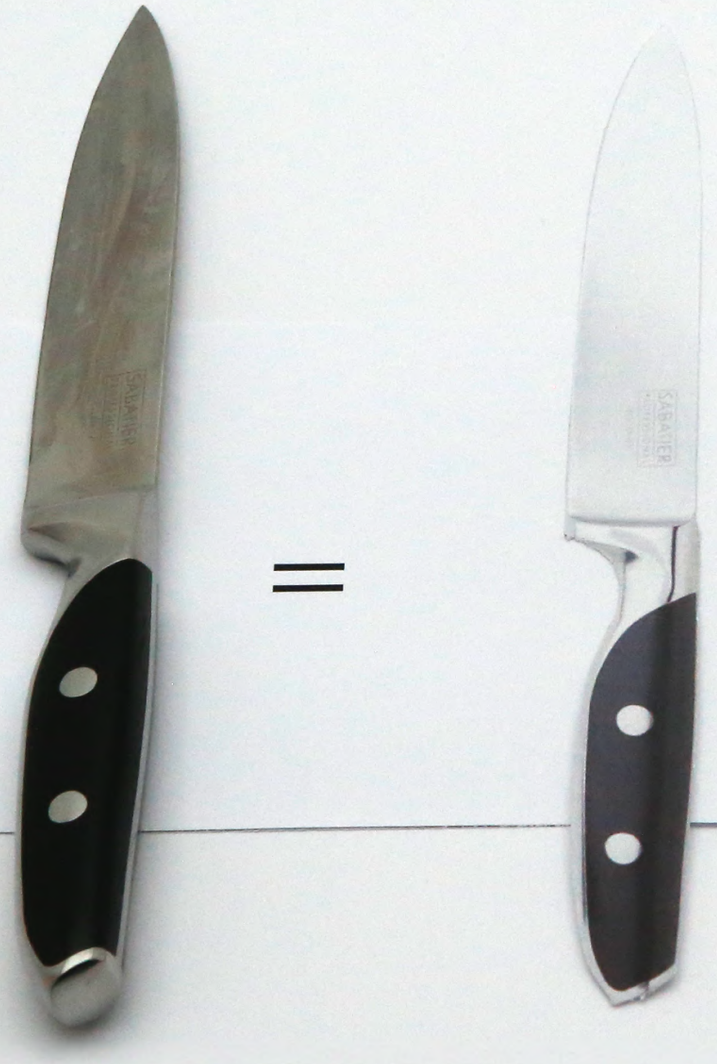


=

chair (chār), *n.* [OF. *chaiere* (F. *chaire*), < L. *cathedra*: see *cathedra*.] A seat with a back, and often arms, usually for one person; a seat of office or authority, or the office itself; the person occupying the seat or office, esp. the chairman of a meeting; a sedan-chair; a chaise†; a metal block or clutch to support and secure a rail in a railroad.

Chair = Chair (image) = Chair (text)

For me, now, it is



=

=

KNIFE

Knife = Knife (image) = Knife (text)

Later, it may be

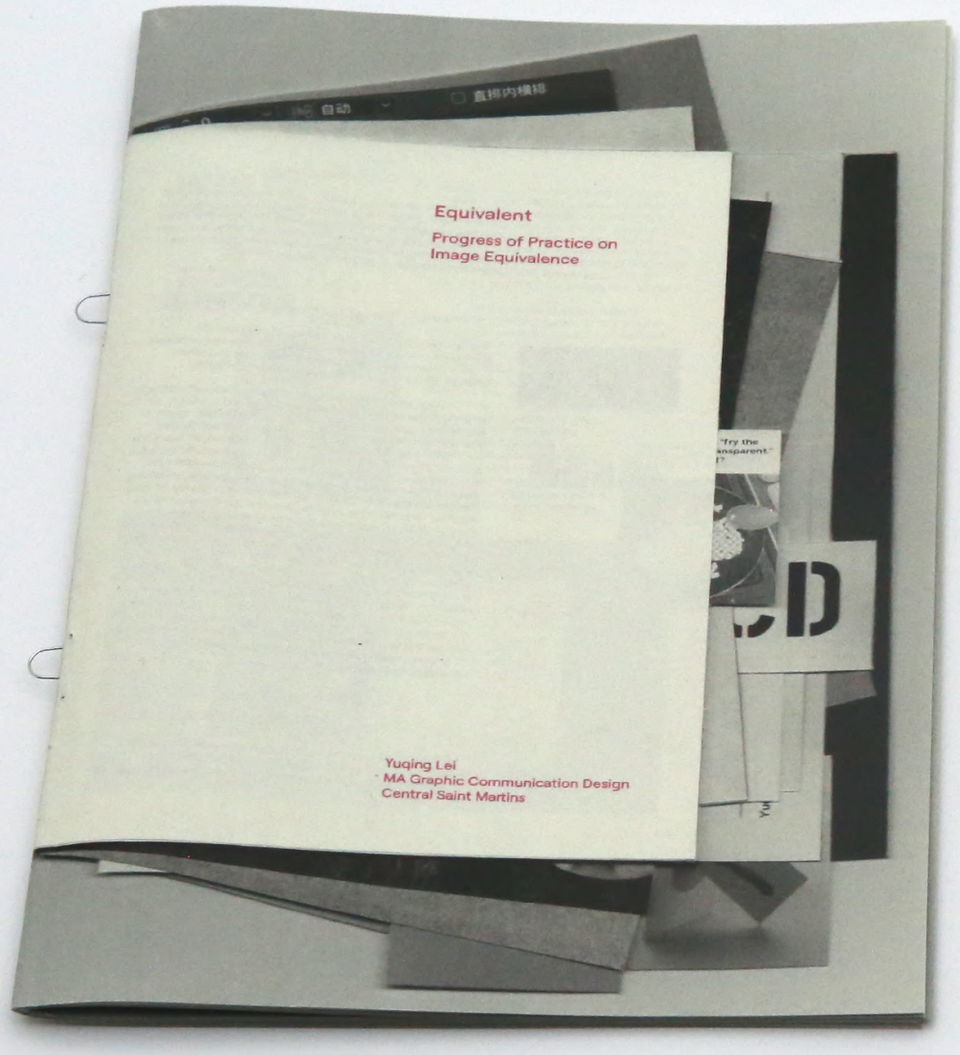
OBJECT = OBJECT (IMAGE) = OBJECT (TEXT)

Object = Object (image) = Object (text)

OBJECT = OBJECT (IMAGE) = OBJECT (TEXT)

The equivalence between these three.

For example,





I make a zine, equal to, a stack of materials.

For example,



my works are described, equal to,
all the images above,



not the actual objects.

And a further question would be,

WHAT = WHAT

what equals what.

THANK

YOU!

Progress of Practice on Image Equivalence

what equals what.

WHAT

OBJECT
(IMAGE)