

## JONAS LUND: OPERATION EARNEST VOICE

### 10 - 13 JANUARY 2019

13 December 2018

Watch Jonas Lund's Official Trailer [here](#).

The Photographers' Gallery presents **Operation Earnest Voice**, an interactive, multi-platform project from Swedish artist, Jonas Lund. Over 4 days in January, Lund will take over TPG's Eranda Studio and transform it into a **fully functioning propaganda office** tasked with **creating a campaign to reverse Brexit**.

Staffed by a 12-strong **publicly recruited workforce** hired for their expertise in key areas such as copy writing, image/meme making, programming and social media strategy, **the office will be open to the public daily from 10am - 6pm**. The team will **deploy a wide range of tactics and strategies** including those used by both the 'Leave' and 'Remain' campaigns to influence and **sway public opinion and create a new narrative to disrupt the current political debate**.

**Operation Earnest Voice** takes its name from a US sponsored campaign, whose purpose was to spread pro-American propaganda on social networking sites. Harnessing 'sockpuppets' (online identities used for the purpose of deception), the intention was to – among many things – **comment on and derail online conversations** with the goal of shifting public attitude. This incarnation of Operation Earnest Voice (OEV) will use similar strategies to **interrogate the numerous tools, methods and practices used to influence the public**. From the profiling of online audiences to the fabrication of images, the OEV team will **create an effective toolkit to change the course of UK history**. Each day there will be a **rolling programme of public events**, from morning stand-up meetings, strategy forums, presentations, workshops and team building exercises which both appropriate and critique the tools of corporate working culture.

The Photographers' Gallery  
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The official **Launch Event** will take the form of an **office party on the evening of Thursday 10 Jan** and the project culminates with a 'retrospective' public forum on **Sunday 13 Jan** offering an open roundtable conversation reflecting on the project. There will be **continued public updates on the campaign's progress both onsite and online throughout the weekend** with key events live-streamed and recorded.

**Part installation, part performance, part working office and think tank,** Operation Earnest Voice sets out to expose and subvert the **propaganda machines** used in current political power manoeuvring and creates a framework for exploring how such tools can be harnessed to engineer consent.

**To apply for a position on the OEV team, please visit:**  
[www.operationearnestvoice.co.uk](http://www.operationearnestvoice.co.uk) before 20 Dec 2018.

-Ends-

**Press Contacts:**

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**Notes for Editors:**

**About Jonas Lund:**

Jonas Lund (1984, Sweden) creates paintings, sculpture, photography, websites and performances that critically reflect on contemporary networked systems and power structures. His artistic practice involves creating systems and setting up parameters that oftentimes require engagement from the viewer. This results in game-like artworks where tasks are executed according to algorithms or rules. Through his work, Lund investigates the latest issues generated by the increasing digitalisation of contemporary society like authorship, participation, authority and agency. At the same time, he questions the mechanisms of the art world; challenging the production process, authoritative power and art market practices. In 2018, Lund created and distributed voting shares in his artistic practice by creating his own crypto-currency called the Jonas Lund Token (JLT). The owners then get to vote on all strategic decisions concerning his artistic practice. Previously, Lund has created paintings that determine who may collect them, or what the collector must do in order for the work to be valid, based on what's written on the face of the canvas.

Lund earned an MA at Piet Zwart Institute, Rotterdam (2013) and a BFA at Gerrit Rietveld Academy, Amsterdam (2009). He has had solo exhibitions at Whitechapel Art Gallery, London (2016), Steve Turner, Los Angeles (2016, 2015, 2014), Växjö Konsthall Sweden (2016), Boetzelaer|Nispen, Amsterdam (2014), Showroom MAMA, Rotterdam (2013), New Museum, New York (2012). He has had work included in numerous group exhibitions including at Carroll/Fletcher, London, ZKM, Karlsruhe, Van Abbemuseum, Eindhoven, Witte De With, Rotterdam, Stedelijk Museum, Amsterdam, Schinkel Pavillon, Berlin and the Busan Bienale, Busan. His work has been written about in Artforum, Kunstforum, Metropolis M, Artslant, Rhizome, Huffington Post, Furtherfield, Wired and more.

**The Photographers' Gallery**

The Photographers' Gallery opened in 1971 in Great Newport Street, London, as the UK's first independent gallery devoted to photography. It was the first public gallery in the UK to exhibit many key names in international photography, including Juergen Teller, Robert Capa, Sebastiano Salgado and Andreas Gursky. The Gallery has also been instrumental in establishing contemporary British photographers, including Martin Parr and Corinne Day. In 2009, the Gallery moved to 16 – 18 Ramillies Street in Soho, the first stage in its plan to create a 21st century home for photography. Following an eighteen months long redevelopment project, the Gallery reopened to the public in 2012. The success of The Photographers' Gallery over the past four decades has helped to establish photography as a recognised art form, introducing new audiences to photography and championing its place at the heart of visual culture.  
[www.thephotographersgallery.org.uk](http://www.thephotographersgallery.org.uk)

**Visitor Information**

Opening times: Mon – Sat, 10:00 - 18:00; Thu, 10:00 - 20:00; Sun, 11:00 - 18:00 Admission: free until noon (Mon - Sun) and then £5 / £2.5 concessions

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