

WORK STATEMENT

Les chefs d'œufre (2017) examines the ethical dimensions of mass production and consumption through a series of 57 photographs (sized 29.7 x 42 cm each) portraying a total of 300 eggs crafted from white cardboard:

Today's commercial laying hens have been selectively bred for hyper-production. Reduced to mere production units, some improved breeds can lay over 300 eggs in a year - almost an egg a day. The vast majority of egg laying hens around the world are kept in cramped, barren battery cages, and spend their entire lives inside large warehouses, unable to express even the most basic of natural behaviors.

To get a sense of a commercial hen's life, I subjected myself to the repetitive and exhausting task of manually producing one cardboard egg almost every day throughout 2016. Virtually mass produced and performed with machine-like efficiency, each of these 300 hand-cut and assembled, individually numbered white cardboard eggs proves as unique as a bird's egg, though.

On completion of the 12-month production process, I packed and photographed my cardboard creations in leftover egg boxes from all over the world. In so doing, the packaging becomes the only distinctive visual feature between equal but not identical products. Motifs of the 57 resulting photographs -*Les chefs d'œufre*- vary both in price and edition size, depending on the origin and number of eggs depicted: Buyers are free to choose between organic, pastured, free range, cage-free or battery eggs.

That way, the project not only scrutinizes the prevailing mode of production that encourages uniformity and mono-culture solely for the purpose of maximizing profits, but also aims to confront a culture that relentlessly pushes ever more individuals into precarious working and living conditions, and, all too often, confuses quantity with quality, production with creation and price