

Piotr Szyhalski

b. 1967, Kalisz, Poland; lives in Minneapolis, MN

**IF/THEN: Honor Will Never Be
Regained from The Leaflet Project**

2008

unlimited edition of offset-printed leaflets, custom-built mechanical dispensers

**IF/THEN: You Decide
from The Leaflet Project**

2008

unlimited edition of offset-printed leaflets, custom-built mechanical dispensers

right: IF/THEN: Honor Will Never Be Regained, detail (leaflets, front and back)

overleaf: IF/THEN: You Decide, details (leaflets, mechanical dispensers)

Photos courtesy the artist



HONOR WILL NEVER
BE REGAINED,
NO MATTER WHAT
THE COST IS.

ليس من السهل غسل
الايدي الملطخة بدماء
العرب الابرياء .



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In 1991, during the Gulf War, millions of leaflets were dropped by American forces over strategic Iraqi sites, including an image of a twenty-five dinar note with a message printed in Arabic script: "Honor will never be regained, no matter what the cost is."

Piotr Szyhalski has long used the formats of propaganda to create his online and offline art. Inspired by U.S. leaflets dropped as part of the "shock and awe" strategy of the Gulf War and more recently from the Iraq War, this component of his ongoing series The Leaflet Project consists of two sets of leaflets, IF/THEN: Honor Will Never Be Regained and IF/THEN: You Decide. Mechanical dispensers that the artist refers to as "message force multiplier instruments" automatically drop an unlimited quantity of printed pieces into the environment, both in the gallery and out on the street. Honor Will Never Be Regained presents the original message in Arabic and a variation in English paired with a reproduction of a U.S. twenty dollar bill. You Decide, a set of six leaflets, offers a visual choice of outcomes for the logic-based proposition "if x, then y" with imagery addressing themes of ideology, body, time, family, society, and violence.

As a whole, the work confronts and examines the particulars of intercultural mass communication in the context of military conflict. Focusing on the leaflet format, issues of language and mechanics of contemporary propaganda are explored. By deploying, in the domestic environment, an information distribution strategy intended for a theater of military operations, IF/THEN provokes a social and cultural introspection and reflects on the relationship between high- and low-tech expressions in the information age.

IF/THEN is a part of Szyhalski's overarching Labor Camp project and continues his exploration of extreme historical phenomena, focusing on crudeness and the poetics of political expression in different social and cultural contexts. [SD]



IF / فعل



THEN / رد فعل



YOU DECIDE / لك الخيار



IF / فعل



THEN / رد فعل



YOU DECIDE / لك الخيار



IF / فعل



THEN / رد فعل



YOU DECIDE / لك الخيار



IF / فعل



THEN / رد فعل



YOU DECIDE / لك الخيار



IF / فعل



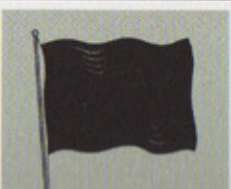
THEN / رد فعل



YOU DECIDE / لك الخيار



IF / فعل

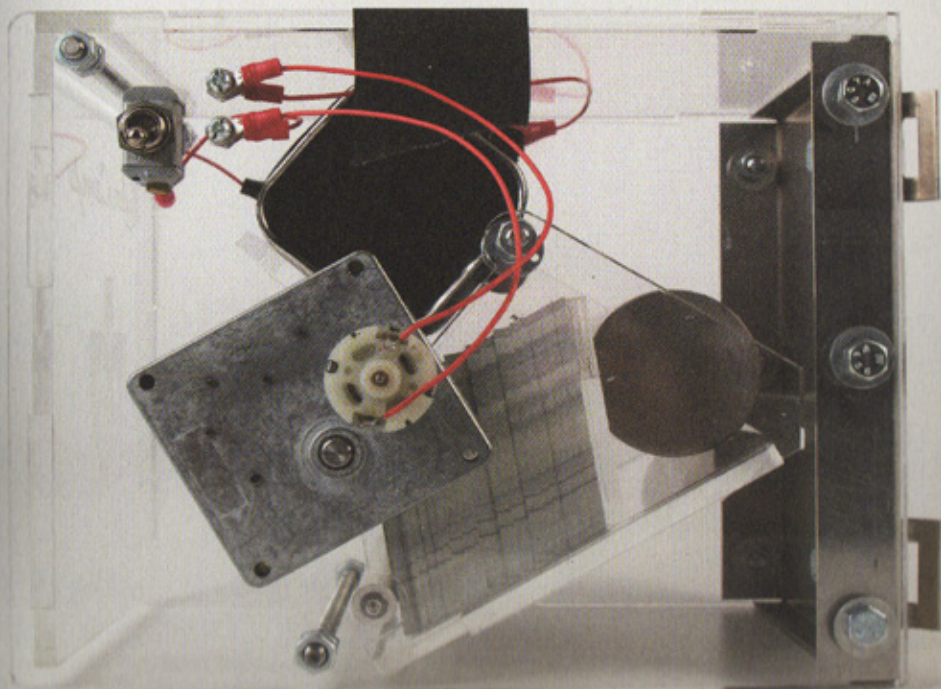


THEN / رد فعل



YOU DECIDE / لك الخيار





Piotr Szyhalski, IF/THEN: The Leaflet Project

I pay attention

I listen

I observe

I research

I study

I learn

I respond

I comment

I ask

I speak

I manifest

I organize

I work

I work

I work

I Work All The Time