

ANDY KASSIER

SUNNY SIDE  
UP

8.4 - 21.4.2018

@EIGENART \_ LAB

Authenticity, it is commonly assumed, is a strength of social media. On Instagram, everyone can be themselves. That is not the case, however, as every teenager in the United States knows all too well. Private life is staged; what cannot possibly be in real life becomes possible online. The artist Andy Kassier says: “The Porsche in the street is perhaps not mine. If I stand in front of it, take a selfie and post it on Instagram, then it is mine.”

Kassier slips into the role of the rich self-made man on social media and adapts, for his own purposes, the ways in which successful men present themselves on the Internet. “I don’t care about possession, I care about possibilities,” he explains. “What can you do without spending money?”

By showing what is possible without having a wad of cash, Kassier seeks to criticize success and coldness in the new meritocracy. Just like artists like @AmaliaUlman, he thereby demonstrates: online, everybody is a liar.

**Andy Kassier** is a conceptual visual artist. His body of work comprises self-portraits, sculptures, and installations in which he discusses matters of wealth, success, and the related issue of self-representation in our time. He had his first solo exhibition, the science of happiness at Ruttkowski;68 Gallery in Cologne in 2016. His work was exhibited at Saatchi Gallery, London; Roehrs & Boetsch, Zurich; Art Museum Celle, Celle; Neuer Aachener Kunstverein, Aachen, as well as during the online biennale The Wrong.

*Text: Anika Meier*

Curatey by: Andy Kassier, Anika Meier und Marie Gerbaulet

This online exhibition, developed by the EIGEN + ART Lab in cooperation with Anika Meier, marks the starting point of the ongoing exhibition series called *post-exhibition*.



**Andy Kassier**  
crystal rocks, 2015

Always enjoy what you deserve.  
#blessed #crystal #champagne #luxury #lifestyle  
#onepercent #happiness #thegoodlife #influencer  
#mindset #bathrobe #beach #sunglasses



Monday is always the best day of the week. I don't get why people are head down sad on a Monday morning. You choose your life. Stay motivated and love the way you make money! I can't tell you what I do exactly, but what is your profession?

#mondaymotivation #hustle #grind #ilovemyjob #cash #suit #management #papercompany #rich #takingrisks #success #gamechanger #goals #achiever #highperformance #coach #selfawareness #stopcomplaining #unstoppable #mindset

**Andy Kassier**  
business as usual, 2017



Taking risks and succeeding makes you a winning player.

Never forget that you could have become a tree instead of a human, so be happy in every second of your life. Just be yourself

...

#winner #goals #motivation #business  
#suit #fashion #coaching #millionaire  
#ceo #success #hustle #lovemyjob #na-  
ture #human #player #risk #youwilldie  
#happiness #happy #sun #fun #forest

**Andy Kassier**  
just be yourself (tree-office), 2017



**Andy Kassier**  
the present, 2018

Meditate, visualize and create your own reality and the universe will make it all happen.  
I live in the moment now, and you can too!  
#mindfulness #awareness #meditation #present  
#innerbalance #stillness #silence #conscious #mind  
#soul #breathe #stillness #greatful  
#freedomofthemind #higherself #thoughts #buddha  
#peace #universal #mindset #goals #free



**Andy Kassier**  
malibu, 2017

I love Malibu, born and raised.  
#malibu #sun #beach #ocean #palms #rose #lifestyle  
#golf #happiness #fulfillment #goals



I DISCOVERED THAT IT'S PRODUCTIVE TO WORK IN YOUR HOLIDAY HOUSE AS WELL. SO I NAME IT WORKCATION. THE SUN AND FRESH FRUITS ALWAYS GIVE ME A LOT OF ENERGY. I AM SO BLESSED THAT I HAVE ALL THESE OPPORTUNITIES.

#BLESSED #WORKCATION #INFLUENCER #ILOVEMY-JOB #ARTDIRECTION #SUN #PALMTREES #HUSTLE #HOLIDAY #REMOTEOFFICE #BATHROBE #ORANGE #PRODUCTIVITY #OPPORTUNITY #HAPPINESS #MALEMODEL #HANDSOMEBY #ENERGY #PUMPED #MEDITATION

**Andy Kassier**  
workcation (orange), 2017





**Andy Kassier**  
africa high (tennis), 2015

It's a match!  
#tennis #sport #champion #winner #mindset #sun  
#palms #fun #balance #nature #blessed



It's a jungle out there. PERMANENT VACATION,  
NEVER NOT WORKING.

#JUNGLE #BUSINESS #SUCCESS #HUSTLE #WORK  
#GOALS #PATHS #TAKINGRISKS #GAMECHANGER  
#ACHIEVER #HIGHPERFORMER #COACH #SELFA-  
WARENESS #STOPCOMPLAINING #UNSTOPPABLE  
#MINDSET #EXPAT #YOLO

**Andy Kassier**  
it's a jungle out there, 2018



MY COMPETITORS BURIED ME UNDER TONS OF STONES. I JUST STAND UP, SHAKE OFF THE DUST AND GO ON. THEY CALL ME THE GRINDER, CAUSE EVEN STONES AIN'T HARD ENOUGH FOR ME.

#ME #GRINDER #CHALLENGE #SELF-AWARENESS  
#DEVELOPMENT #BUSINESS #SOLUTIONS #STOP-COMPLAINING #COACH #STONEGRAVE #SUIT  
#BEACH #SMASHING #COMPETITOR #UNBELIEVABLE  
#HUSTLE #UNSTOPPABLE #MINDSET #ALWAYS SMILE  
#FAMILYTIME

**Andy Kassier**  
the grinder, 2017



IT DOESN'T MATTER WHERE YOU COME FROM AND WHAT YOUR HISTORY IS.

IT'S ALL ABOUT YOUR VISION AND AMBITION. DON'T LISTEN TO ANYONE, NOT EVEN YOUR MUM. TAKE THE WAY YOU WANT! THE TIME IS NOW!

#UNSTOPPABLE #BUSINESS #ACHIEVER #GOALS  
#FOLLOWTHESUN #SUCCESS #FOCUS #NOW  
#PRESENT #VISION #AMBITION #HUSTLE #MIND-  
SET #SAND #DESERT #OASIS #DREAMS #SELFA-  
WARENESS #ENTREPRENEUR #LIFESTYLE #WINNING  
#NATURE #2x2

**Andy Kassier**  
sunny side up, 2018