

Serendipity

Serendipity is an unplanned fortunate discovery. (Happy accident)

Serendipity is a common occurrence throughout the history of product invention and scientific discovery. Serendipity is also seen as a potential design principle for activities that would present a wide array of information and viewpoints, rather than just re-enforcing a user's opinion.

The term "serendipity" is often applied to inventions made by chance rather than intent. Andrew Smith, editor of *The Oxford Companion to American Food and Drink*, has speculated that most everyday products had serendipitous roots, with many early ones related to animals.

There are many situations, opinions, products that are generated by serendipity origins.

Synonyms of serendipity: fortunateness, fortune, luck, luckiness
break, chance, coincidence, opportunity, blessing, boon, fluke, godsend, hit, strike, windfall

Some examples:

- 1- Knowing the love of your life (your wife or your husband) due to an unexpected accident
- 2- A celebrity lover turned into a celebrity due to an unplanned spontaneous act
- 3- The discovery of fossils of a new extinct animal due to the process of digging a well
- 4- The discovery of historically or materially valuable objects within the walls shown in the restoration operations
- 5- Discovering a food that cures your disease after eating it by mistake

Since the dawn of history, man has been trying to develop means and tools of communication to understand the environment and the other, and among the most important of these tools is the language, which is the most prominent feature of our civilization, but despite the importance of this element, language is still the main cause of misunderstanding among humans, which is one of the the main reasons for the emergence of endless conflicts.

Although man is a complex being, but his needs are simple and much more than we think, a large part of our suffering as human beings stems from a structural defect, which is the failure of language to perform its role sufficiently to achieve optimal communication between humans, in addition to Our lack of awareness of this exacerbates the problem, because we take language more seriously than it should be, in a way that does not allow us to understand the other outside the realm of words.

In the end, language is also a living organism that takes its first steps on the ladder of evolution, as it copies itself from one brain to another and develops itself according to Variables and circumstances. Here comes the role of our artistic project, in shedding light on this deficiency and the defect in conveying the meaning found in the language, and at the same time opening a window on the endless possibilities that is hidden between the words of the language.

The project consists of three or more separate columns (vertical banners with photography's), which move slowly by an electric motor from top to bottom, simulating the movement of water, air or other related elements . These columns

contain a number of words, which are part of philosophical sayings (the epigrams), consisting of three words, a word for each column.

What is distinctive about these sayings is that they are written in four languages (French, Luxembourgish, English, and Arabic), and these sayings are designed with great care to be immortal and universal, sayings that have a great ability to motivate the imagination, they are quantum quotes that accept unlimited interpretations and meanings.

A distinct aspect in this project, which is the possibility of errors, which is, an imbalance occurs in the synchronization between the movement of the columns, which leads to the random overlapping of words that belong to different quotes, and the result is new and unexpected statements!

Here comes the concept of "Errors Mining", i.e. decoding errors and transforming them into inspiring data and structures, which is an effective way to understand the language more deeply and learn new secrets about the language, to contribute directly to the development of language and improve the quality of communication between people.

As simple as this idea is, it is very important because it intersects with all human knowledge, especially topics related to artificial intelligence, as integrating concepts derived from error with artificial intelligence algorithms may be the reason for bridging the gap between artificial intelligence and human consciousness in the near future.

There are several projects I have been working on recently, but perhaps the most important of them is the "serendipity" project, which is a joint project with the artist Gery Oth, who is the owner of the idea, the project is unique and it is likely that we will participate with our project in the celebration of different home and foreign exhibitions and installations.

The project consists of several columns adjacent to each other (vertical banners with photography's), which move slowly by an electric motor from top to bottom, simulating the movement of water, each column contains several words, which are parts of philosophical quotes (Epigram) , and these quotes are designed with great care to be immortal universal and have a great ability to motivate the imagination, they are quantum quotes that accept unlimited interpretations and meanings.

A distinct aspect in this project, which is the possibility of errors, which is, an imbalance occurs in the synchronization between the movement of the columns, which leads to the random overlapping of words that belong to different quotes, and the result is new sentences and unexpected statements!

In general, the idea of the project revolves around the importance of language in our lives, Since the dawn of history, man has been trying to develop the means and tools of communication to understand the world and the each other, and among the most important of these tools is the language, which is the most prominent feature of our civilization, but despite The importance of this element, language is still the main cause of misunderstanding among humans, which is one of the main reasons for the emergence of endless conflicts.

Although man is a complex being, but his needs are simple and much more than we think, a large part of our suffering as human beings stems from a structural defect, which is the failure of language to perform its role sufficiently to achieve optimal communication between Humans, in addition to our lack of awareness of this exacerbates the problem, because we take language more seriously than it should be, in a way that does not allow us to understand ourselves and others outside the realm of words.

In the end, language is also a living organism that takes its first steps on the ladder of evolution, as it copies itself from one brain to another and develops itself according to Variables and circumstances. Here comes the role of our artistic project, in shedding light on this deficiency and the defect in conveying the meaning found in the language, and at the same time opening a window on the endless possibilities that is hidden between the words of the language.

Technical considerations

The project can be installed inside along a wall. Ass free hanging system in a room, also along a window, words are visible on both sides from the moving columns.

An installation outside is possible, best along a wall and with a protection against rain and wind. An external illumination could be nice also, or requested for better viewing. The length of one column is up to 10 meters, the installation could be done with 1 to 10 columns, the with from one column is 62 cm. 3D installation is also possible

A 220 volt connection is needed; the system may also be handled manually.

We use Tyvek for the banners.

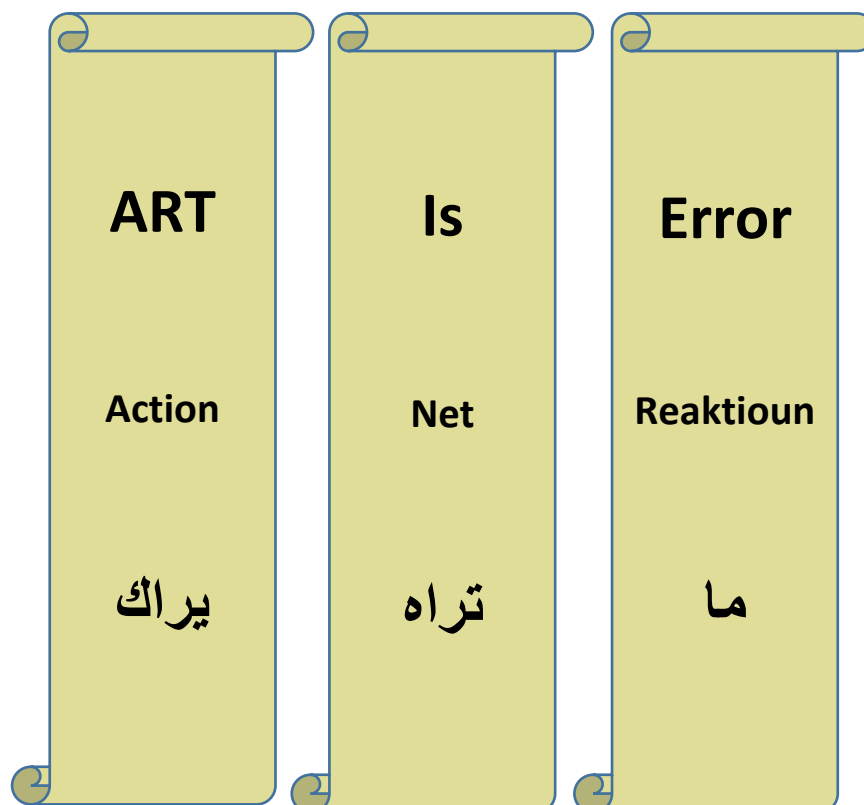
We may provide insurance (r.c.) in case of installation.

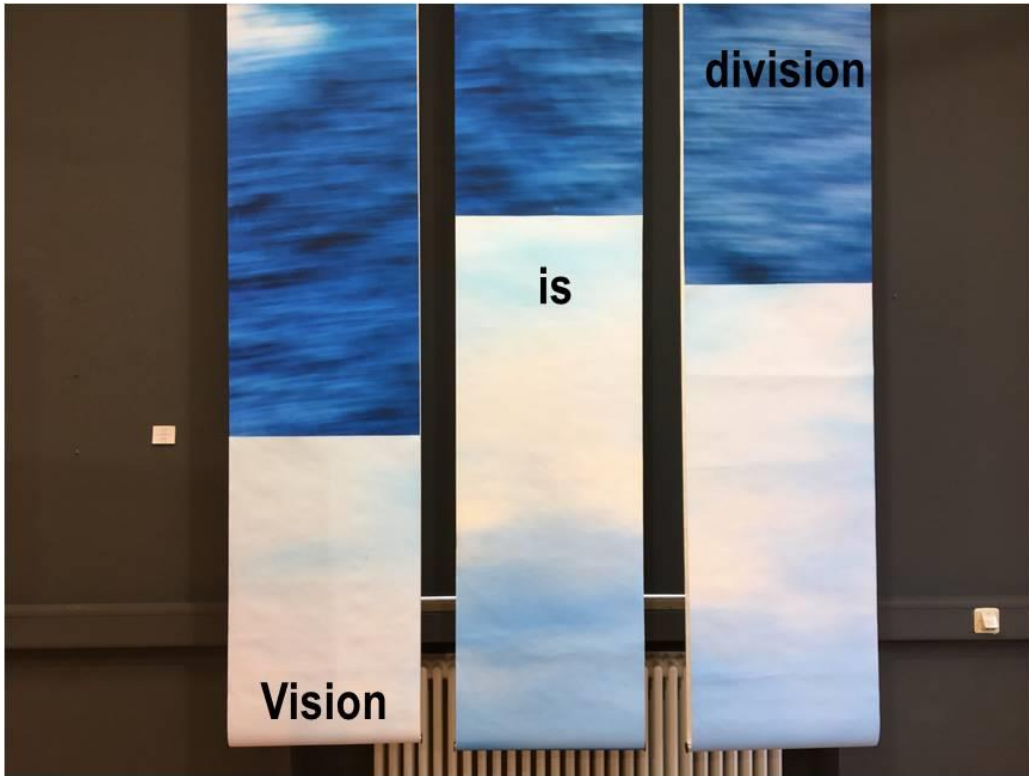
Financial considerations(en euro plus tva)

	3 columns	6 columns	9 columns
Material	1000	1500	3000
Installation	600 or on request	600 or on request	600 or on request
Assurance	200	200	200
JaGo	2000	2000	2000

A scheme of the number of possible quotes based on the number of basic quotes

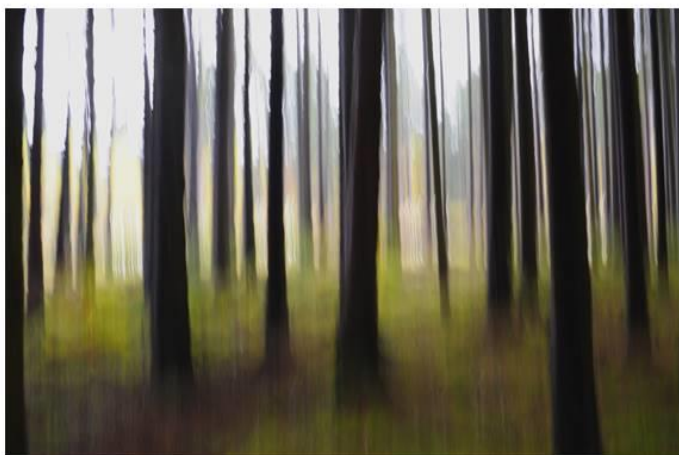
The number of quotes	The number of possible quotes
1	7
2	26
3	63
4	124
5	215





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Jwan ATTO







Other pictures are possible on request



Text samples, others on request

The one is one

Causality is a replicator error

Beauty is the resonance of coherency

Zoom out

Present is a present

Vision is division

CV's

Gery OTH

Gery lives in Luxemburg, runs a workspace with other artists in collaborative economy model.

His are shown in Luxemburg and other European countries. Gery used all analogue, alternative techniques as well as digital acquisitions for to show his work (Pinhole, transfers, liftings).

He develops 1 to 2 new products/applications per year especially for applied artwork.

Most of pictures allow a very personal interpretation.

Memberships

Member Luxorr, *let's go local*“, AAPL, Alternative printers, Coordinator Artime Luxemburg, Viart Luxemburg.
Certifié par le Ministère de l'Economie et la Chambre de Commerce “ Made in Luxemburg”.

Gallery representation

Mediart Luxemburg

Ueberkopf Gallery Münster Germany

Jwan ATTO

Jwan is a visual and digital artist, founder of Errorology and the philosophy of errors (Errorism)

He has artworks in the field of crypto art and fashion design

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The project and the idea are protected by actual and future copyright reglementation.