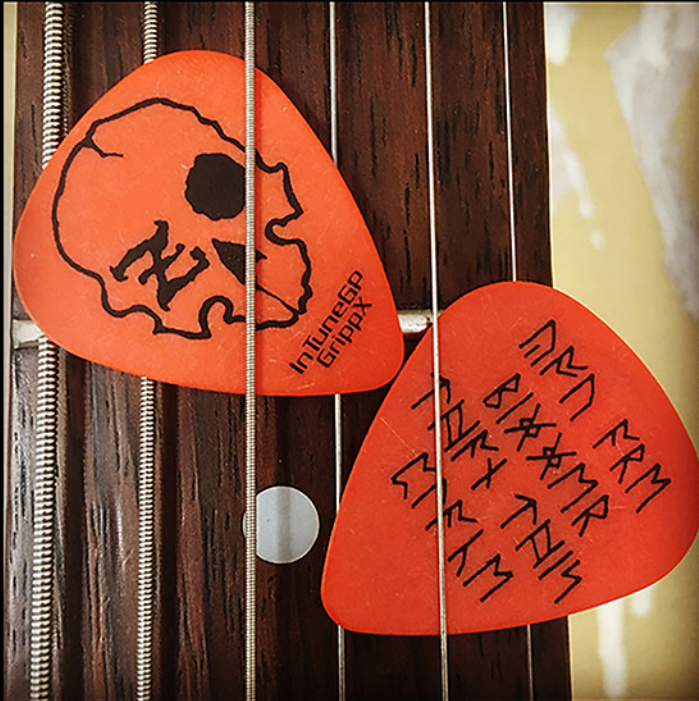


Ganas de Vivir

Used by Joey Z of Life of Agony on their Fall/Winter world tour

This work was the introduction of a text, in the form of Anglo-Saxon runes, on to one side of the plectrum used by, musician, Joey Z. His band, Life of Agony, were undertaking a world tour in the latter-half of 2016. The runes are a literal translation of the phrase, 'You are bigger than this place'. It is standard practice for guitarists in rock bands to get plectrums printed with their name, band logo, or something else that identifies them. This is not to identify ownership in terms of capital protection, but ascribes some cultural value to the object – in a small way, like a certificate of authenticity. It identifies the plectrum as having been owned and used by that specific guitarist in that specific band, which carries cultural value amongst their fan base. These plectrums are thrown in to the crowd during concerts, after being used by the guitarist. So, whilst on one level the use of the plectrum by Joey provided a context for its existence and exhibition, at the same time it was also a distribution method for the plectrums themselves.



Ganas de Vivir (2016) pickrum, front and back, alongside Joey Z performing with Life of Agony. Performance image used by kind of permission of Joey Zampella

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2016 TOUR DATES

SEPT. 30	UPSTATE CONCERT HALL	CLIFTON PARK, NY
OCT. 2	ROCK CARNIVAL FESTIVAL	LAKELWOOD, NJ
NOV. 13	SIMM CITY	VIENNA, AT
NOV. 15	STARY MANEZ	GDANSK, PL
NOV. 16	PROGRESJA MUSIC ZONE	WARSAW, PL
NOV. 18	COLOS-SAAL	ASCHAFFENBURG, DE
NOV. 19	KLOKGEBOUW	EINDHOVEN, NL
NOV. 30	THE GARAGE	SAARBRUCKEN, DE
DEC. 1	ZECH	BOCHUM, DE
DEC. 3	KANTINE	AUGSBURG, DE
DEC. 4	X-HERFORD	HERFORD, DE
DEC. 6	MARKTHALLE	HAMBURG, DE
DEC. 8	FRYSHUSET KLUBBEN	STOCKHOLM, SW
DEC. 9	STICKY FINGERS	GOTHENBURG, SW

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Main tour dates for which *Ganas de Vivir* (2016) pickrum was used, and distributed, by Joey Z