

EG(G)O

Angelica Kosasih · Angela Chen · Yimeng Sun · Renzhi Hu

Ego (*noun.*)

A person's sense of self-esteem or self-importance.

PAST



Salvador Dalí
Eggs on the plate (without the plate) (1932)

What affects our ego through social media?

Number of followers 

Happiness 

Number of comments 

Wealth 

Number of sponsors 

Visual attractiveness 

Number of likes 

Fame 

DISSENT



Jean-Baptiste Greuze
Broken Eggs (1756)

Guiding Questions...

If we're not categorizing people by race/attractiveness/gender/socioeconomic status, what can that look like?

How can we remove our human features and go back to our original form?

Non-objective clues

Challenge the status quo

Elegance

Beauty

Thought-provocation

Surprise

FUTURE



Sarah Lucas
Self Portrait With Fried Eggs 1996

**Beauty represented in
social media.**

Trending filters on Tiktok

Trending filters are mostly 'beauty filters' that claims to give users more confidence in their videos – they automatically even your skin tone, improve coloring, and/or enhance your appearance subtly.





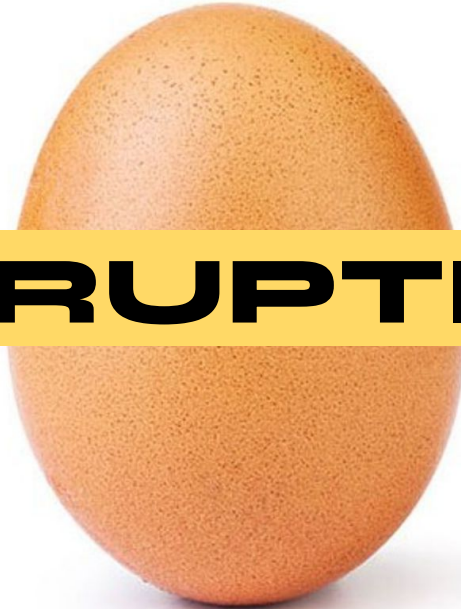
15 Apr 2019



ART / OBSERVATIONS



An Egg Is for Art, Not Just for Easter

Eggs, despite (or perhaps because of) their visual simplicity, have been a longheld source of fascination for artists, and in recent years they've gained huge online popularity too. As Easter approaches, Sukayna Powell explores the egg as art, via @world_record_egg and Salvador Dalí.

DISRUPTION





 world_record_egg  · [Follow](#) ...


 world_record_egg  Let's set a world record together and get the most liked post on Instagram. Beating the current world record held by Kylie Jenner (18 million)! We got this 🥚

#LikeTheEgg #EggSoldiers #EggGang

Edited · 172w



 shamill.90  ♡

6m 1 like Reply

 gabrielzavala05 Who's here in May of 2022 ♡




1h 15 likes Reply


— View replies (1)

 ahrorbek.0101  ♡


2h 1 like Reply

...

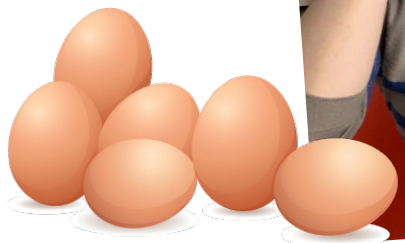
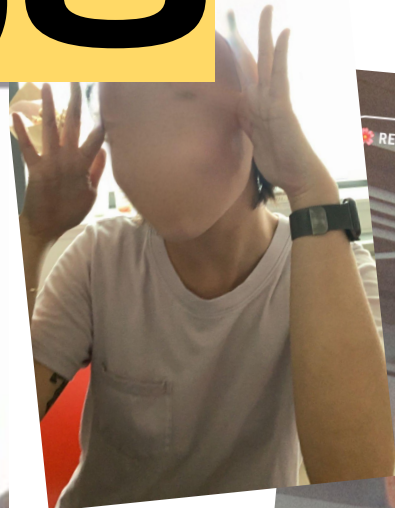
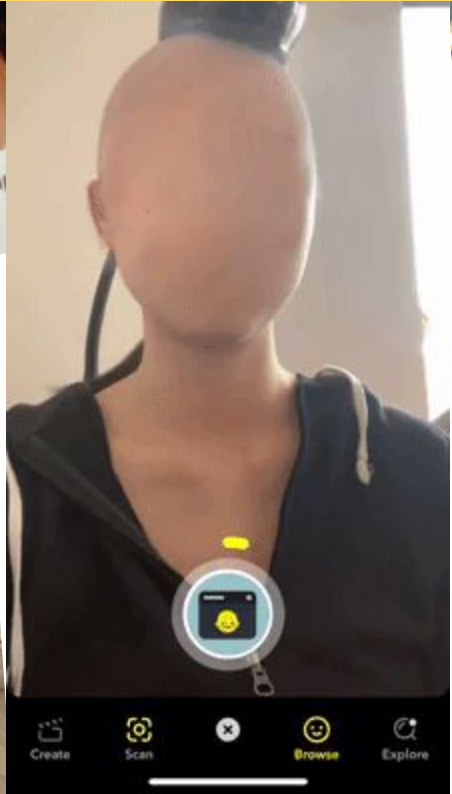
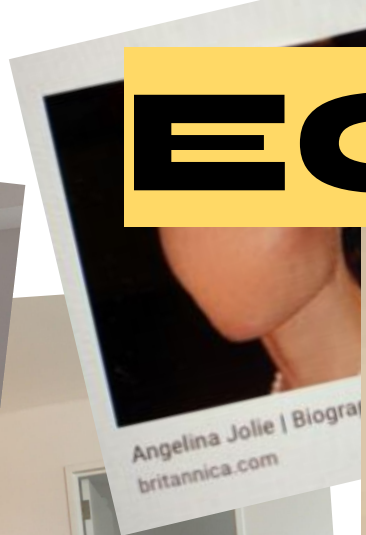
   🔖

 Liked by and 55,940,689 others

JANUARY 4, 2019

 Add a comment... Post

EG(G)O



Factuality

A snapchat filter that removes face features and hairs to turn a person's head into an egg.

Facticity

When all external features that define beauty are taken away, where does your gaze fall?

All of us came from eggs!

Do other features still matter if you're just an egg?

Non-objective clues?

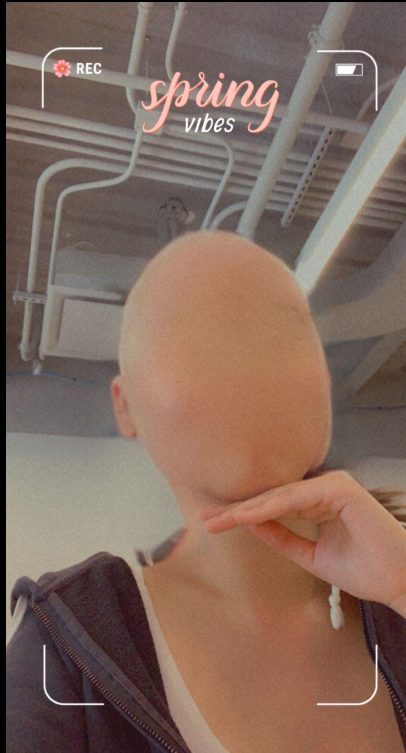
Challenge the status quo

Elegance

Beauty

Thought-provocation

Surprise





November 22, 2021

People

*
Special
DOUBLE
ISSUE
*

OH, YES
*paul
rudd*
**SEXIEST
MAN
ALIVE!**

A marvel of a man.
You're welcome

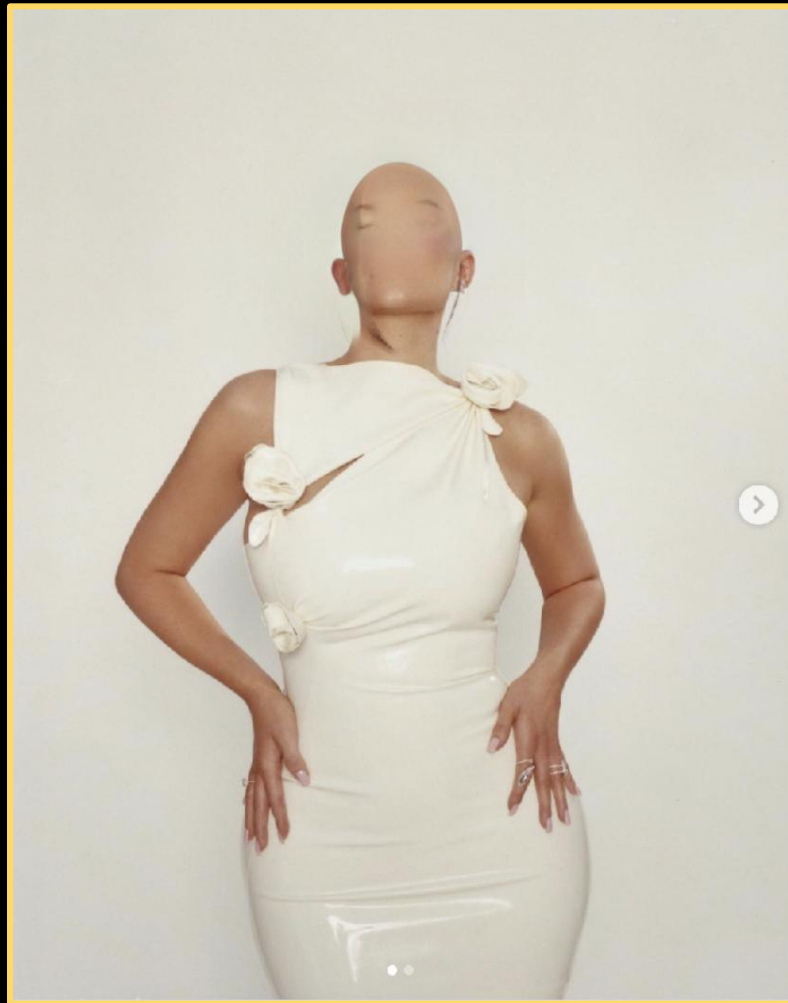
CRUSHFORLIFE

Eg(g)o
Sexiest Man Alive (2022)

Digital print

Eg(ḡ)o
Gorgeous (2022)

Digital print



kyliejenner • Follow



kyliejenner

3w



itsjohnnycyrus Gorgeous



3w 1,315 likes

View replies (31)



kardashianshulu legend behavior



3w 1,117 likes

View replies (20)



drthaisaliabadi So beautiful



Liked by meiyi_zh and
5,653,248 others

APRIL 9

Comments on this post have been limited.

NEXT STEPS

November 22, 2021

People

*
Special
DOUBLE
ISSUE
*

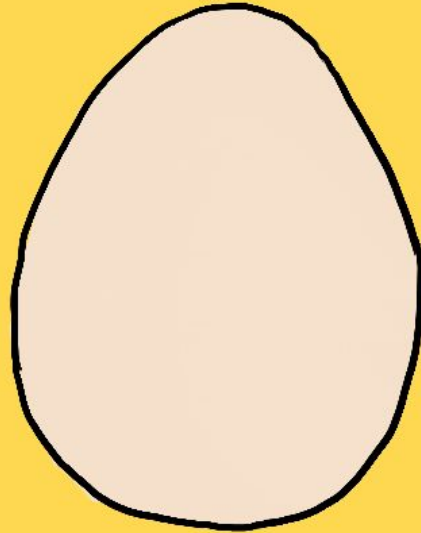
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#CRUSHFORLIFE Eg(g)o
Sexiest Man Alive (2022)

1. **Refine** algorithm to support multiple faces
2. **Create website** showcasing collection of selfies
3. **Create an artwork series** to accompany the filter

**WE
ARE
ALL
JUST
EGGS**



TRY IT OUT!

