

Mikael Brkic

Behind The Scenes

All campaigns include BTS, Behind The Scenes. This element of a campaign usually takes the form of a video, with shaky, handheld imagery from the making of the campaign's main advertising. Or in the case of photographs, taken backstage of a runway presentation, apparently without any staging—black and white gives added authenticity to the overall expression. Even though raw and short, the BTS is in itself a complete story that supports the overall objective of the campaign. BTS helps to develop a more intimate relationship with the consumers and offer certain insights into the industry, the making of the product or the campaign itself. As a rule, BTS should be more entertainment and less marketing.

In *New Address II* the BTS strategy gives a fuller narrative to the art and life of the artist. Rather than focusing on just one art work, *New Address II* gives a peek into the entire working life of the artist. It's fair to assume that this narrative is set somewhere between fiction and the diaristic—if not a complete construction. Tracing the various home addresses the artist has had, we are led into the jumbled storyline of the making of _____.

Grounding the BTS in such intimate detail also points to the annihilation of privacy. The difference between public and private simply isn't interesting anymore. Private lives are public lives are commercial lives, is the new peer-based tautology that replaces *l'art pour l'art*.