

Cigarette cm

Press Release

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Cigarette cm (noun)

The Cigarette cm is a somewhat obsolete and inaccurate unit of measurement useful for quantifying both time and space in a variety of ways.

1. Time is measured by the diminishing size of the cigarette (that is, the remaining *cgcms*). The total *cgcm* has a direct correlation with the frequency and force of each inhalation. On average, each inhalation is equivalent to 1 *cgcm*.

2. Each exhalation has an inverse equivalent - as 1 *cgcm* vanishes it is replaced by a billow of grey plume; a more expansive, gaseous and extroverted manifestation of 1 *cgcm*. This grey plume, being adaptive to permeable surfaces (walls, skin, ceilings and furniture), is evidenced here supporting the works as an automatic painting of sorts.

3. 1 packet of cigarette papers is equal to a finite number of *cgcm's* - being a "consumable" the total *cgcms* will diminish over time (months, weeks, days, an evening).

4. As the smoker smokes each *cgcm*, we reveal a process of reversal, a manual & repetitious act. Images and texts were once subject to such a process during the late nineteenth century.

5. As a printing process imbues paper with visual information, the smoking process erases the paper itself, or rather transforms its form so that it may be distributed throughout the atmosphere. This is not dissimilar to how a newspaper enters circulation, nor dissimilar to the *passé* medium of a fine art print.