

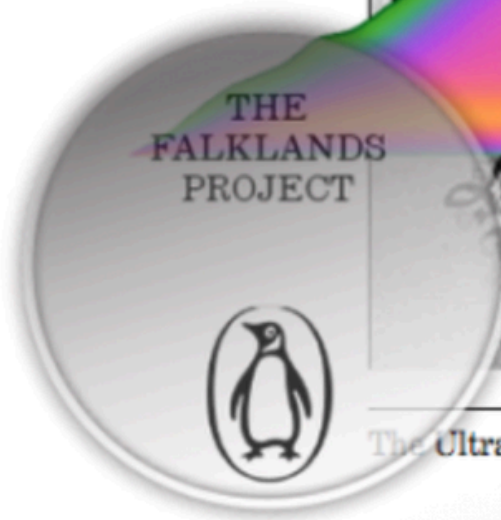
“10 weingart”, by wolfgang weingart

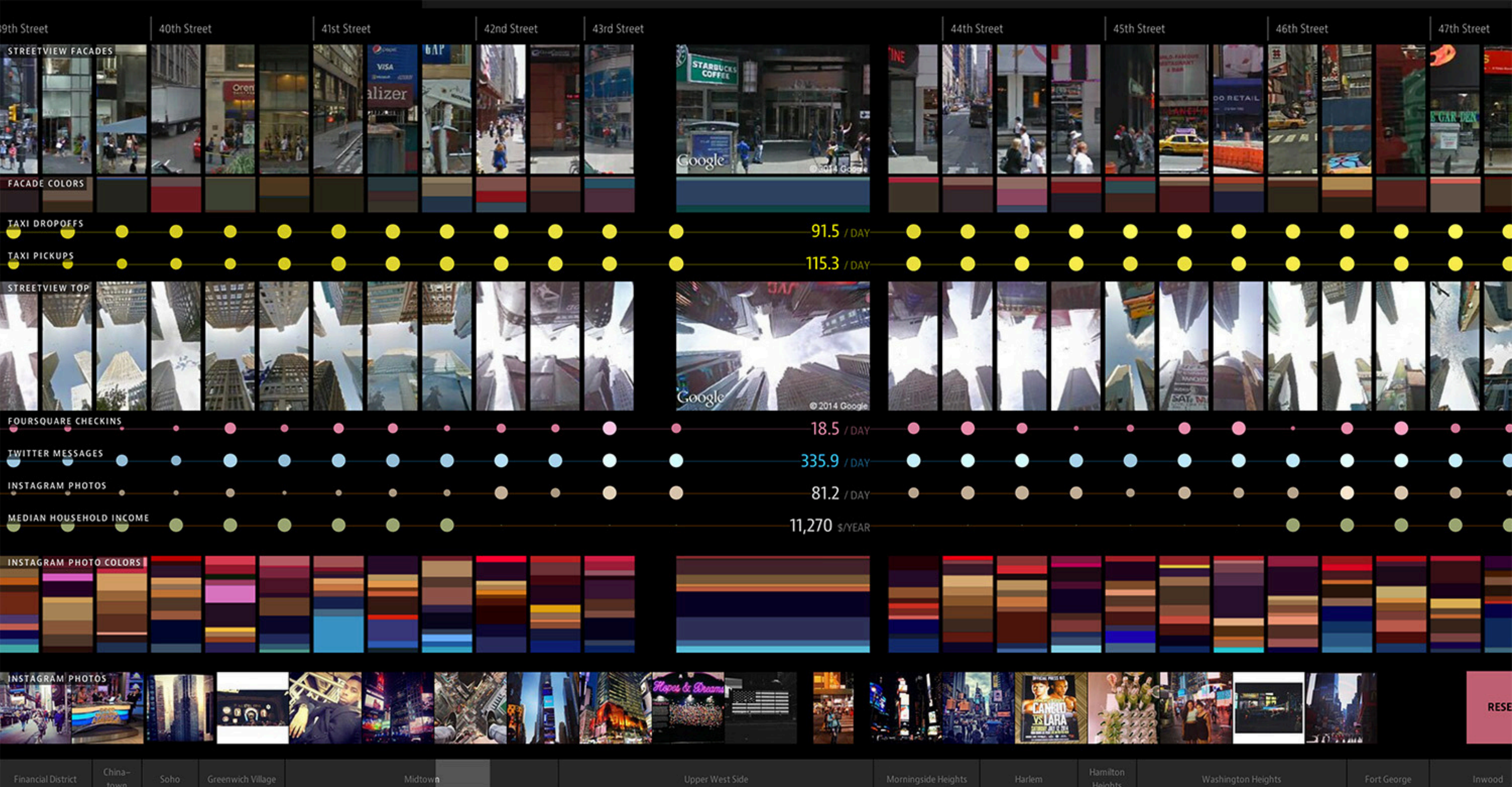


# THE FALKLANDS PROJECT

The Falkland Islands are an archipelago of 2200 km2, a little smaller than France, located 500 kilometres west from the tip of South America. They remain known for the Falkland War between Argentina and the United Kingdom. This website

# WORLD





**How food's use value is increasingly replaced by symbolic value in contemporary digital culture, focusing on attention as a form of currency within food consumption. How does image consumption become one of the key ways this shift in value happens?**

### **Direction of Development**

How is attention diverted and redirected?

Where does symbolic value manifest?

How does engaging with images substitute for physical consumption?

What hidden costs and labour underlie these consumption patterns?

need a more structured final product?

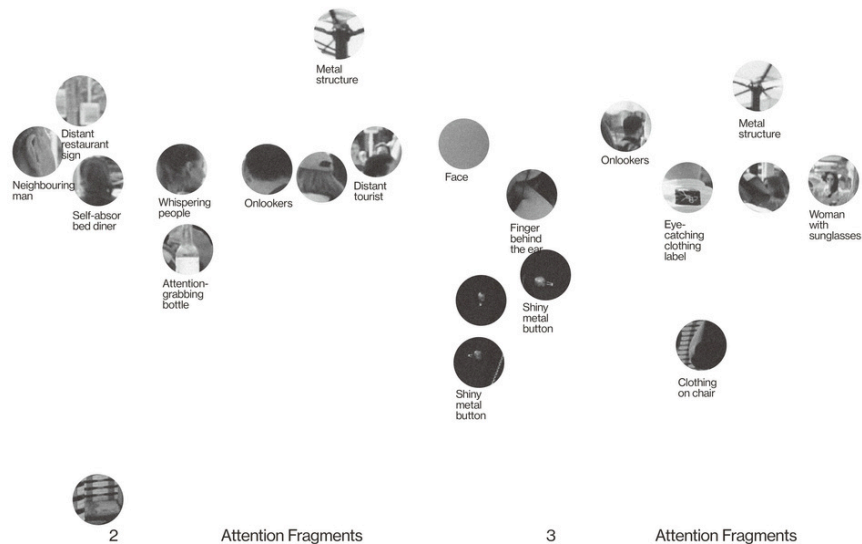
system/individual

yinru

# 1. Attention Fragments

attention leaves food

Evidence that attention is fragmented and unstable



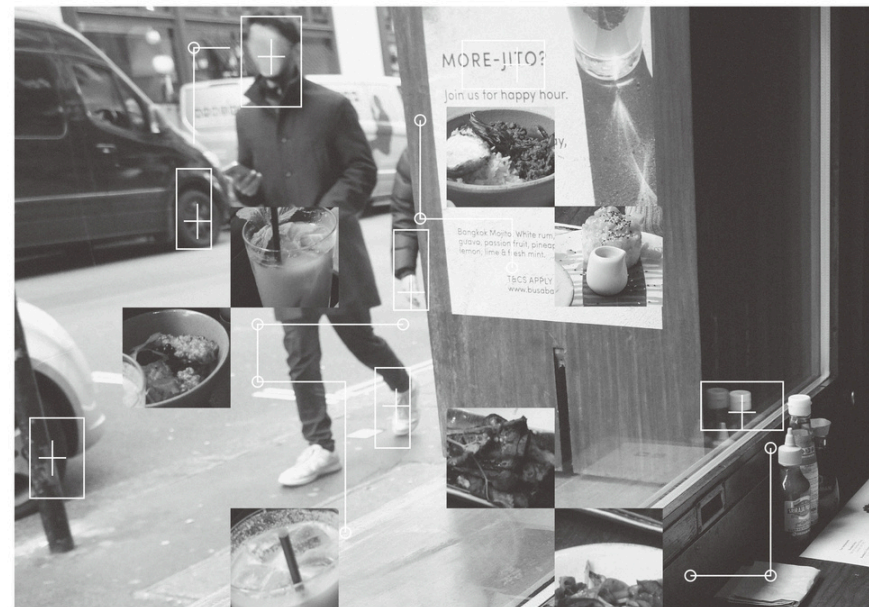
# 3. Consuming the Image

How People "Consume Images"

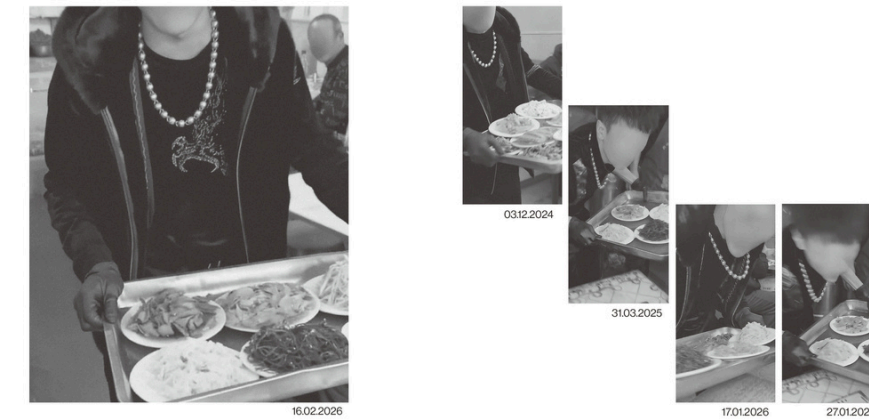
labour?



**ATTENTION** was present.  
 it was **OUTSIDE** the window.  
 it was in the **CROWD**.  
 it was in the flickering light. it was in the conversation at the next table.  
 it was on the **FOOD**.



**REPEATED CONSUMPTION**



The owner of this viral restaurant in Northeast China has become a recurring figure in recent videos, where the lines and gestures of serving dishes have gradually become a standardized ritual.

The same dishes appear again and again. The same gesture. The same chain. The same performance. The restaurant, the body, and the food begin to function as stable visual outputs – designed to be captured, circulated, and consumed as images.



the **IMAGE** is no longer unique.  
 it can be **CONSUMED** again  
 and **AGAIN.**

CONSUMING  
THE IMAGE



3

19 Repeated Consumption

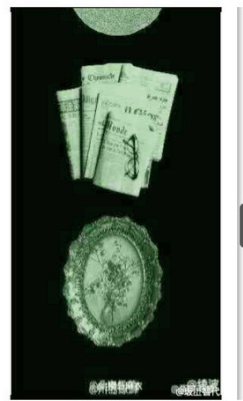
20 Repeated Consumption

21 Repeated Consumption

22 Repeated Consumption

12:46

18:32



24 Consuming the Image

25 Consuming the Image

20 09 30

19

20 03

28

09

11 14 07

20 Pears (bag) £3.20  
Tissue (used) £0.50

09 Meal cooked by a friend £0  
Train ticket £22.15  
Taxi (return) £3.90  
Emotional debt owed £w  
Dishwashing liquid used £0.05

30 Peach tea €11.00  
New outfit (for photos) ¥299  
Flight ticket €87.00  
Mobile data package €8.00  
Photo editing app (3-day pass) ¥1.88  
Risk of being targeted by a thief/emotional exhaustion included! €0.00

03 NOK 0.00 Fresh fish soup with bread  
Soylent + four fee \$777.00  
Snow boots (new) €35.00  
NOK 20.00 Late-night snack not taken (money saved)  
Mobile data package £15.00  
Sunscreens (for this view) ¥79.90

19 £5.80 Milk tea  
€10.00 Metro top-up  
\$4.99 Bread bought impulsively

28 ¥14.00 Milk tea from mum  
¥0.00 Pop-up check-in spot  
¥w Future return cost

09 ¥0.00 Luxury buffet (paid by sister)  
¥35.20 Milk tea paid back after meal  
¥4.00 Metro (return)

20 €0.00 Champagne  
€27.00 Boat ticket  
€54.00 Flight ticket  
¥79.00 Camera flash (new)  
¥30.00 Cold medicine (anticipated) (psychological account)

14 €0.00 Biscuits from classmate  
€0.80 Return favour owed (psychological account)

07 £13.80 Cake  
€0.00 Elegant ambient lighting  
€3.20 Tip  
€48.00 Toy bought for photos  
¥0.50 False eyelashes (new)  
£10.00 Photo editing time (1 hour) (time value estimate)

11 ¥27.00 Fruit tea  
¥1.00 Toilet fee

consumption  
**COMPLETE**

30 Consuming the Image



31 Consuming the Image

1

ATTENTION  
FRAGMENTS





Metal structure



Distant restaurant sign



Neighbouring man



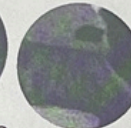
Self-absorbed diner



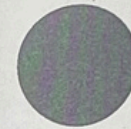
Whispering people



Onlookers



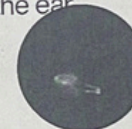
Distant tourist



Face



Finger behind the ear



Shiny metal button



Shiny metal button



Shiny metal button



Onlookers



Metal structure



Eye-catching clothing label



Woman with sunglasses



Clothing on chair



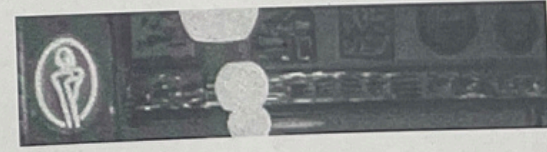






**ATTENTION**  was present.

it was  **OUTSIDE** the window.

it was  in the  **CROWD.**

it was in the flickering light. it was in the con-  
versation at the next table. 

it was  on the  **FOOD.**



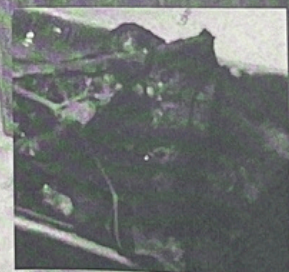
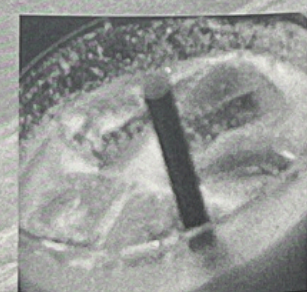
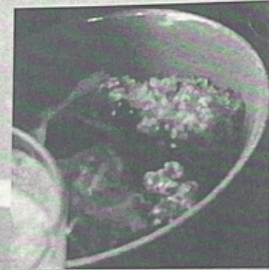
# MORE-JITO?

Join us for happy hour.



Bangkok Mojito White rum, guava, passion fruit, pineapple, lemon, lime & fresh mint.

T&CS APPLY  
[www.busaba.com](http://www.busaba.com)



2

REPEATED  
CONSUMPTION





16.02.2026

The owner of this viral restaurant in Northeast China has become a recurring figure in recent videos, where the lines and gestures of serving dishes have gradually become a standardized ritual.

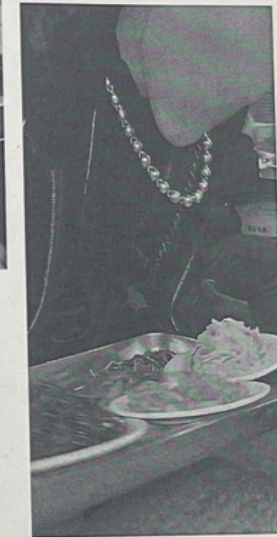
The same dishes appear again and again. The same gesture. The same chain. The same performance. The restaurant, the body, and the food begin to function as stable visual outputs – designed to be captured, circulated, and consumed as images.



03.12.2024



31.03.2025



17.01.2026



27.01.2026





Over the past two years, a prevailing method for capturing atmospheric restaurant portraits has emerged: using the smartphone screen as a facial light source. Once an influencer's shot succeeds, it etches the template.



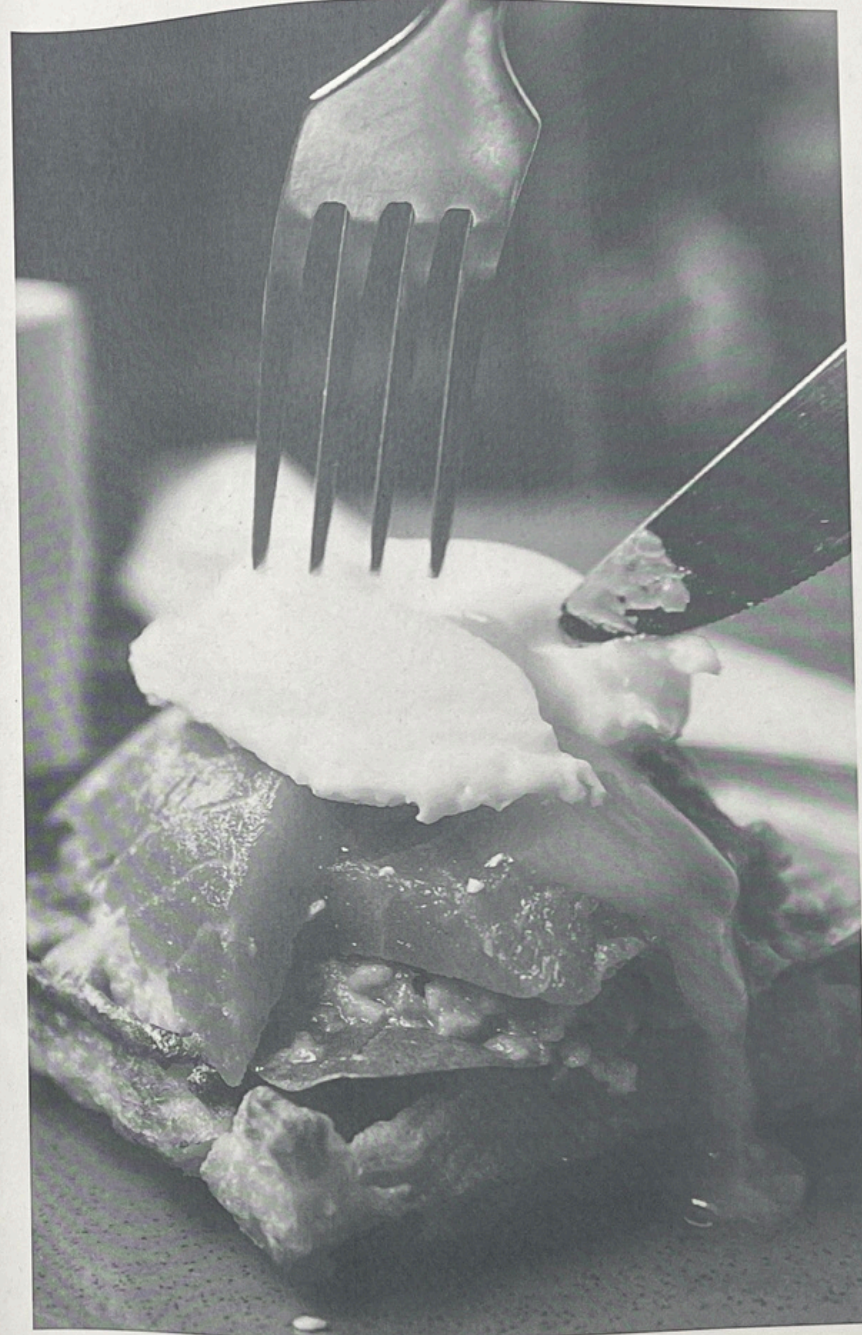
The gesture is repeated. The angle is repeated. The composition is repeated. The primary act is the reproduction of a recognisable image – ready to be shared, viewed, and consumed again.





19


Repeated Consumption



20

Repeated Consumption

the **IMAGE** is no longer unique.

it can be **CONSUMED**  again

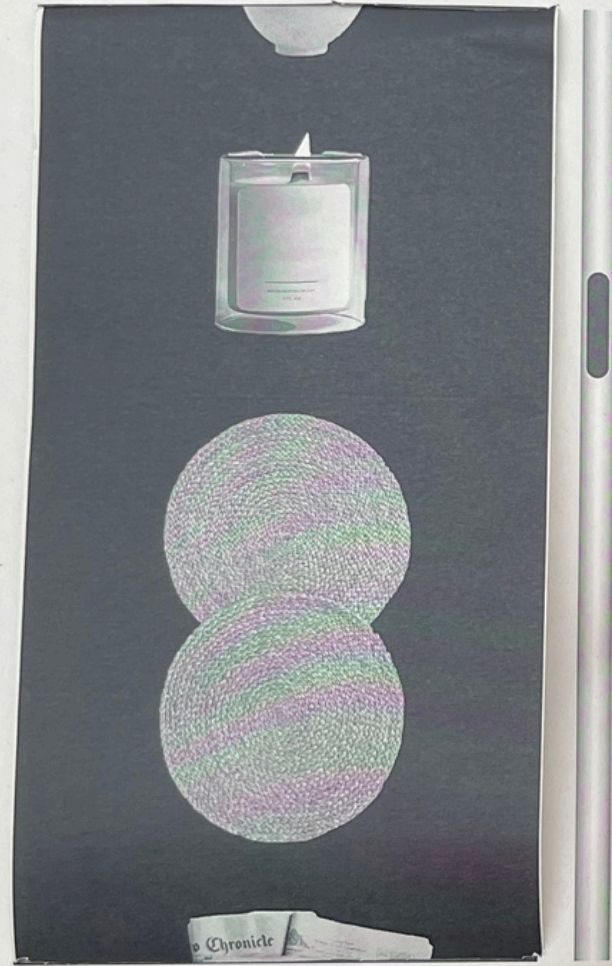
and  **AGAIN.**

3

CONSUMING  
THE IMAGE



12:46



24

Consuming th

18:32



25

Consuming the Image



20



09



30



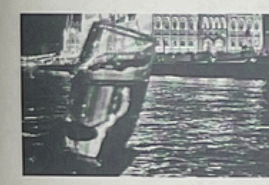
03



19



20



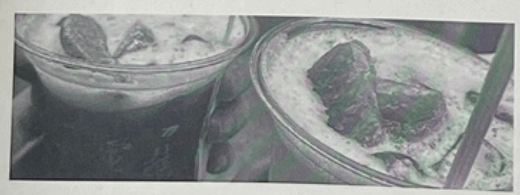
28



09



11



14



07



20

£3.20 Pears (bag)  
£0.50 Tissue (used)

09

£0 Meal cooked by a friend  
£22.15 Train ticket  
£6.80 Taxi (return)  
£∞ Emotional debt owed  
£0.05 Dishwashing liquid used

30

€11.00 Peach tea  
¥299 New outfit (for photos)  
£87.00 Flight ticket  
£8.00 Mobile data package  
¥1.88 Photo editing app (3-day - pass)  
£0.00 Risk of being targeted by a thief (mental exhaustion included)

19

£5.80 Milk tea  
£10.00 Metro top-up  
£4.99 Bread bought impulsively

03

NOK 0.00 Fresh fish soup with bread  
£177.00 Boat ticket + tour fee  
£35.00 Snow boots (new)  
-NOK 20.00 Late-night snack not taken (money saved)  
£15.00 Mobile data package  
¥79.90 Sunscreen (for this view)

20

€0.00 Champagne  
€27.00 Boat ticket  
£54.00 Flight ticket  
¥179.00 Camera  
¥30.00 flash (new)  
Cold medicine (anticipated) (psychological account)

28

¥14.00 Milk tea from mum  
¥0.00 Pop-up check-in spot  
¥∞ Future return cost

09

¥0.00 Luxury buffet (paid by sister)  
¥35.20 Milk tea paid back after meal  
¥4.00 Metro (return)

11

¥27.00 Fruit tea  
¥1.00 Toilet fee

14

£0.00 Biscuits from classmate  
£0.80 Return favour owed (psychological account)

07

£13.80 Cake  
£0.00 Elegant ambient lighting  
£3.20 Tip  
£48.00 Toy bought for photos  
¥0.50 False eyelashes (new)  
£10.00 Photo editing time (1 hour)(time value estimate)

consumption

**COMPLETE**

