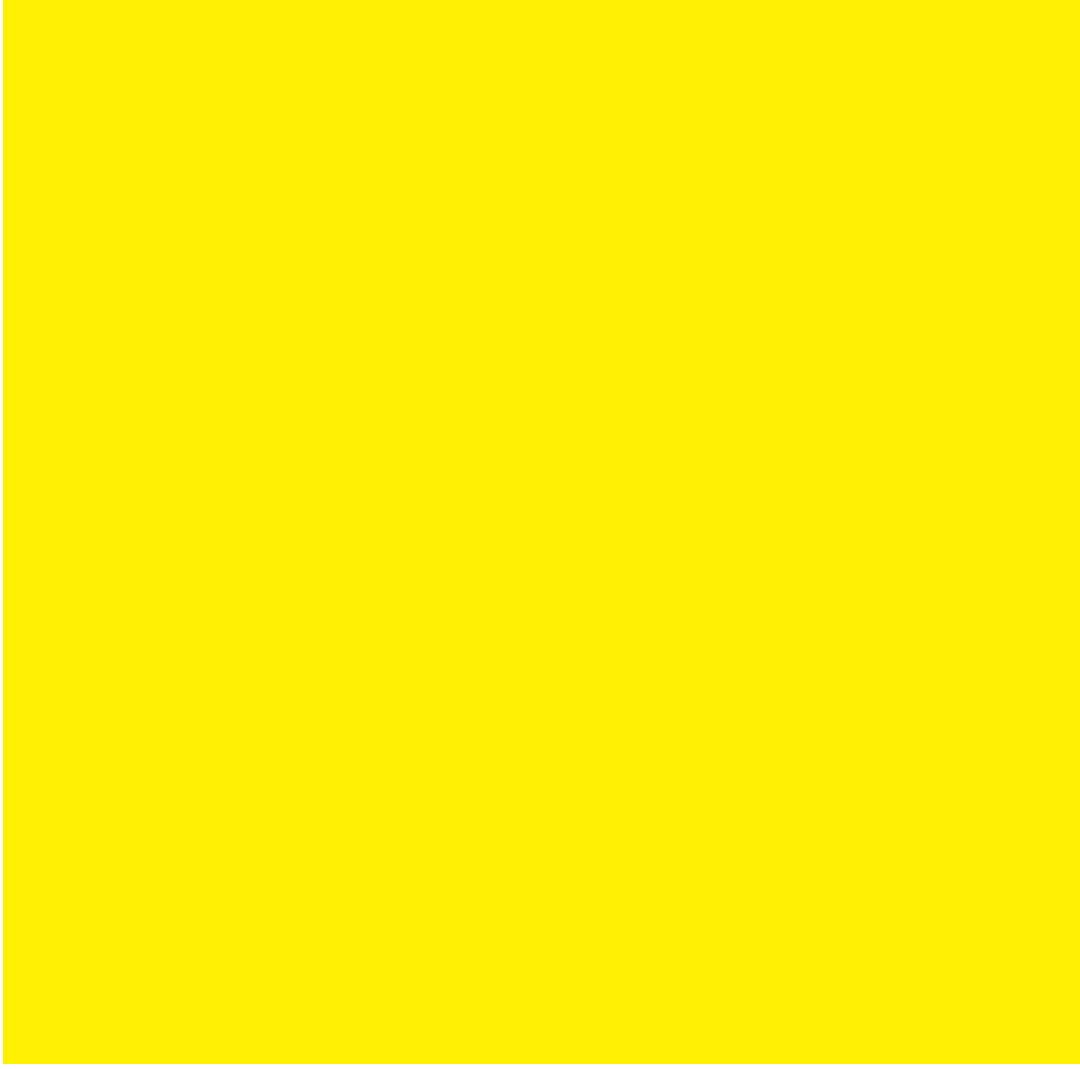


THE STATUS GAME

THE STATUS GAME



THE STATUS GAME

THE STATUS GAME

I am an artist and designer looking to  
better understand the world around me.

Angus Irvine  
angusmmirvine@outlook.com  
+44 7575 827227

This project explores the absurdities of consumer culture and the social drives we have to consume through critical design.

All design work should not be considered as stand alone work but props to create secondary content from. This project had a clear focus on scale, increasing the volume of work to reach a wider

# Tell me you love me

A future scenario of consuming.



This piece involves breaking up original 1800s blue and white porcelain and distributing it by the gram. It reflects on a world of manic consumerism, where status from possession is the most important thing. If ownership of something is more important than its historical or artistic value, then buying it by the gram would make no difference to you.



# 'A bad reflection'

An experiment into scarcity bias.

A Bad Reflection is an experiment in scarcity bias and perceived value. The work reflects on how brands manipulate perceived availability to increase consumer desire. Following the logic that scarcity raises value, it poses a provocative question: what is the value of something that doesn't exist? By playing with absence and illusion, the piece critiques the irrational ways in which worth is constructed in a market driven by hype and artificial limitation.



'a bad reflection'





'A bad reflection' advert.

# Damien Hirst signature stencils

A perspective on the importance of authorship

Damien Hirst Signature Stencils is a provocative exploration of the importance of authorship and brand. By replicating and mass-producing the signature of one of the art world's most commercialised figures, the work challenges the idea that value lies in the artist's hand rather than the object itself. The stencils serve as tools for redistribution, questioning the exclusivity of creative identity and the commodification of fame. In doing so, the piece re-democratises authorship and blurs the line between imitation and critique.





Hiding Damien Hirst Signature Stencils I



Hiding Damien Hirst Signature Stencils II

# Damien Hirst Paint-by-Numbers

A play on early onset consumerism

A spoof on the Fisher-Price collection of "My First" toys. Critiquing the way that adults often have a child like desire to consume.

Paint By Number  
Damien Hirst

Junior

My first consumer

7+

x4

x1

stencil  
x1

WARNING:



# Signed pile of crap

An absurd critique on the power of signature



# “Damien Hirst” poster for sale

Honestly just a joke



[Link To Listing](#)

# *Misinformation Tube Advert*

An experiment into inadequacy

**altoira**

**Grow up to 3 inches  
past the age of 25.**

**Free 3 months**



<https://altoira.shop/>

Consumption is driven by a false sense of inadequacy, a feeling often manufactured through subversive advertising. This work critiques consumer culture by exposing how brands exploit insecurities to sell identity, worth, and belonging.



Link To Website

# Targeted Misinformation

A perspective on fake news

This was an experiment into targeted misinformation. These posters were distributed around the university, but the experiment had to be called off due to the volume of responses. This reflects on how easily we can all be manipulated and highlights consumerism as a form of manipulation.

**16 STUDENTS NEEDED  
TO TAKE PART IN Q&A  
WITH ANNA WINTOUR  
ON 27TH of OCTOBER.**

Please email [a.irvine0420221@arts.ac.uk](mailto:a.irvine0420221@arts.ac.uk)  
with:

- Name and student ID
- Your course and year of study
- Three possible questions to ask during Q&A

**PLEASE EMAIL ME AS  
SOON AS POSSIBLE.**

**ual:** university  
of the arts  
london

Fake News