

**¡GO TO HELL!**

# ¡GO TO HELL!

*(a proposal for the Gallery of Modern Art, Glasgow, Scotland)*

## Overview

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¡GO TO HELL! provides gallery visitors with an opportunity to determine which of two well-known individuals goes to hell. Each public figure is represented by a two and a half meter tall plywood effigy. Each effigy has 333 protruding nails onto which candles may be impaled.

Each effigy hangs by a noose; the nooses are connected to either end of a two-meter pole suspended from the gallery ceiling. The effigies are perfectly balanced above the museum floor; the weight of a single candle will lower the effigy, i.e., send it in what is generally perceived to be the vague direction of hell. A rough diagram of the installation is on page three.

## The Candidates

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The first two figures are chosen by the artist, subsequent weeks' figures will be determined by the artist after reviewing input from gallery and Internet viewers of ¡GO TO HELL!

## Voting Procedure

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The effigies hang behind a barrier of fire extinguishers; an attendant in formal attire (tuxedo or evening gown) is responsible for placing the candles on the effigy. Museum visitors pay one pound to have a candle placed on the effigy of their choice. [Although these options are never explicitly stated, viewers may also affect the outcome through other methods: they may increase the weight of the effigy by hurling mud or food at it; they may use a fire extinguisher to blow out the candles, et cetera.]

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