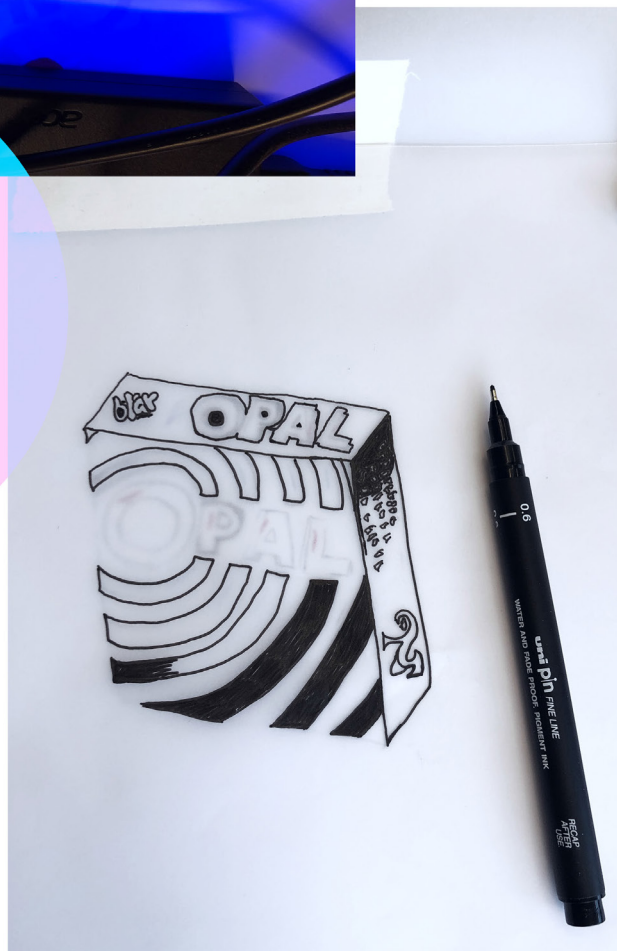
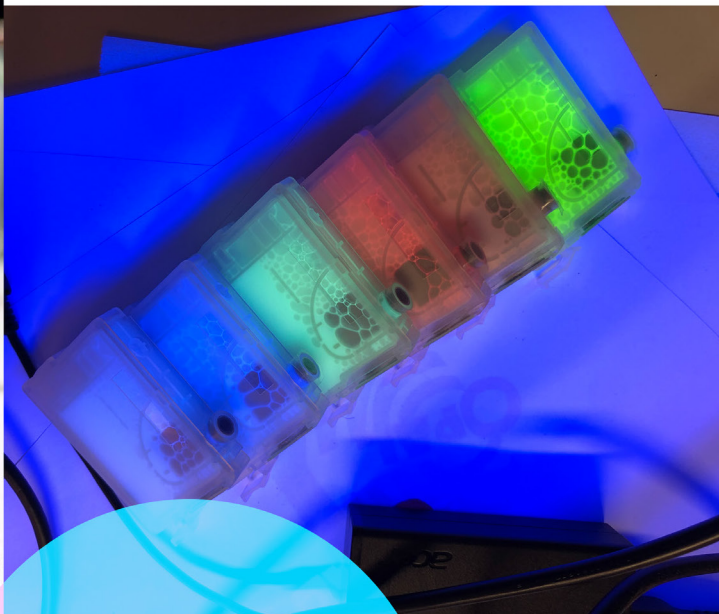


AS SEEN ON: 







**ODEE**

Oddur Eysteinn Friðriksson  
Fall, 2020



# CASH MÖNNEH II

Performed live  
Iceland University of  
the Arts

Shred a bundle of  
legal currency in a  
paper shredder.

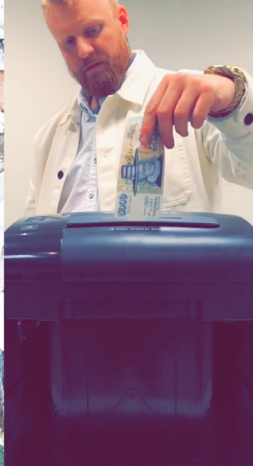
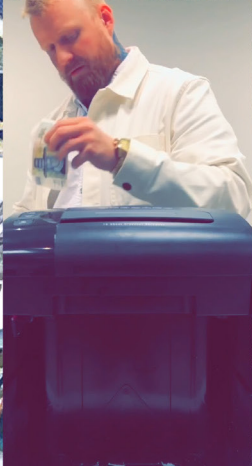
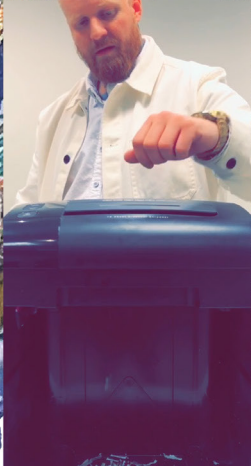
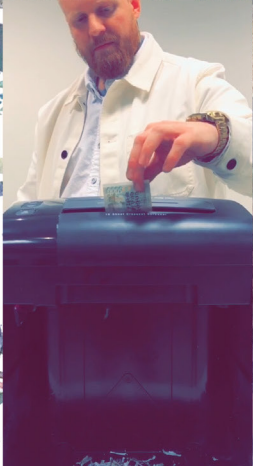
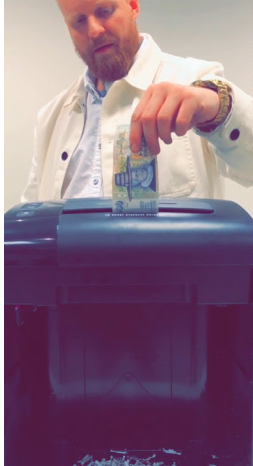
Suspence, shock,  
controversy,  
excitement,  
entertainment





















## MOM AIR

Interactive, online

Launch a company website for a new airline. Send out global press releases.

Marketing, social, interactive, media, research, collect data, exposure

TVÖ FRÍ SÆTI  
Í HVERRI VÉL

---

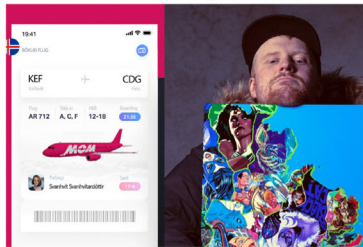
**MOM**



The logo for MCM air, featuring the letters 'MCM' in a bold, white, sans-serif font, with a stylized white propeller or fan blade integrated into the center of the 'M'. Below 'MCM' is the word 'air' in a smaller, white, lowercase sans-serif font. The entire logo is set against a solid magenta circular background.



## Aðsókn í MOM air svo mikil að kerfið fór í stöð



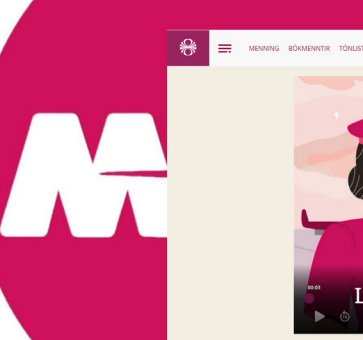
Því lagið Bergmann og Saggi Gunnars heyrir mæningu á bókun MOM air. Í söðugættunum, um, þetta kallar sig Ódey Eysteinn Friðriksson, lína, spætur og Saggi verður áttuð þegar fjöldi er um flug og flugfélög er í stöð og flugfélög.

„Já, er ég bara spætur að tryggja mér fríðni með MOM air. Það eru þó fátt (hvort vel), það er sama sögðin hjá MOM air sem spratt fram á sjónvarsið í söðugættunum, svo framtíð flugfélögum verður þetta og bókunarkerfið var óþægilegt. En þá kemur sáðin í söðun, söðunin hefur verið svo mikil að þetta bara hringir“, sagði Saggi spætur.

„Ég er ekki að gæta ríða fyrir að þetta sé áðurnefnt flug“, sagði Lagi þá og bætti við „það er“

KÍÖD | Ísland vaknar | KÍÖD | 17.11.2020 | 13:00

## „Spilin verða lögð á borðið á morgun“



Lýðmynd: Sýðugættunomair.is



AVIATION  
NEW AIRLINE TO CHARGE FOR TOILET PAPER, DITCH LIFE JACKETS AND HOST COVID-FRIENDLY FLIGHTS

A NEW “SUPER-LOW-COST” AIRLINE HAS POPPED UP IN ICELAND CLAIMING IT WILL CHARGE FOR TOILET PAPER AND PROVIDE SELECT FLIGHTS EXCLUSIVELY FOR THOSE INFECTED WITH COVID-19.

The carrier is called MOM Air and sports a livery that is very similar to the also Icelandic and now defunct WOW Air. In fact, it has been reported that the airline has raised \$10 million so far from investors and plans to launch in March next year with a fleet of two Boeing 737-800 aircraft.

But the WOW homepage went the other way around. According to its website, all flight services will be optional, and not free of charge.

“Whether to receive food, reading material on board, charging for electronics, reserved, luggage space, toilet paper, hand soap, choice of seats and much more,” the website said.

Yes, that’s right: soap and toilet paper.

Besides that, the airline CEO and founder, Ódey Eysteinn Friðriksson, who happens to be a performance artist, has revealed the airline won’t carry any life jackets.

Friðriksson was warning a party research and was surrounded by beer cans and orange sodas when he formed the press on Wednesday, claiming life vests are not safe a single inch on aircraft and with each weighing two kilograms, he threw passengers’ lives overboard from men or go without.

It’s deeply like this that has not many people online to claim the airline is a hoax or a piece of performance art, particularly given the CEO is a noted performance artist.

But the airline said in a press release that these claims are “100% wrong” and that it is not a performance or a gag. In fact, it is being reported that the airline has raised \$10 million so far from investors and plans to launch in March next year with a fleet of two Boeing 737-800 aircraft.



Nýjst á mbl.is

• 18. nóvember 2020 á 14:39  
• Cat: Hættulegt spætur áðurnefnt flug  
• Vörður Lagi áttuð þegar fjöldi er um flug og flugfélög er í stöð og flugfélög

Morgunblaðið | Vísir.is

Ódey Eysteinn Friðriksson

Nýjst á mbl.is

Nýjst á mbl.is

Nýjst á mbl.is

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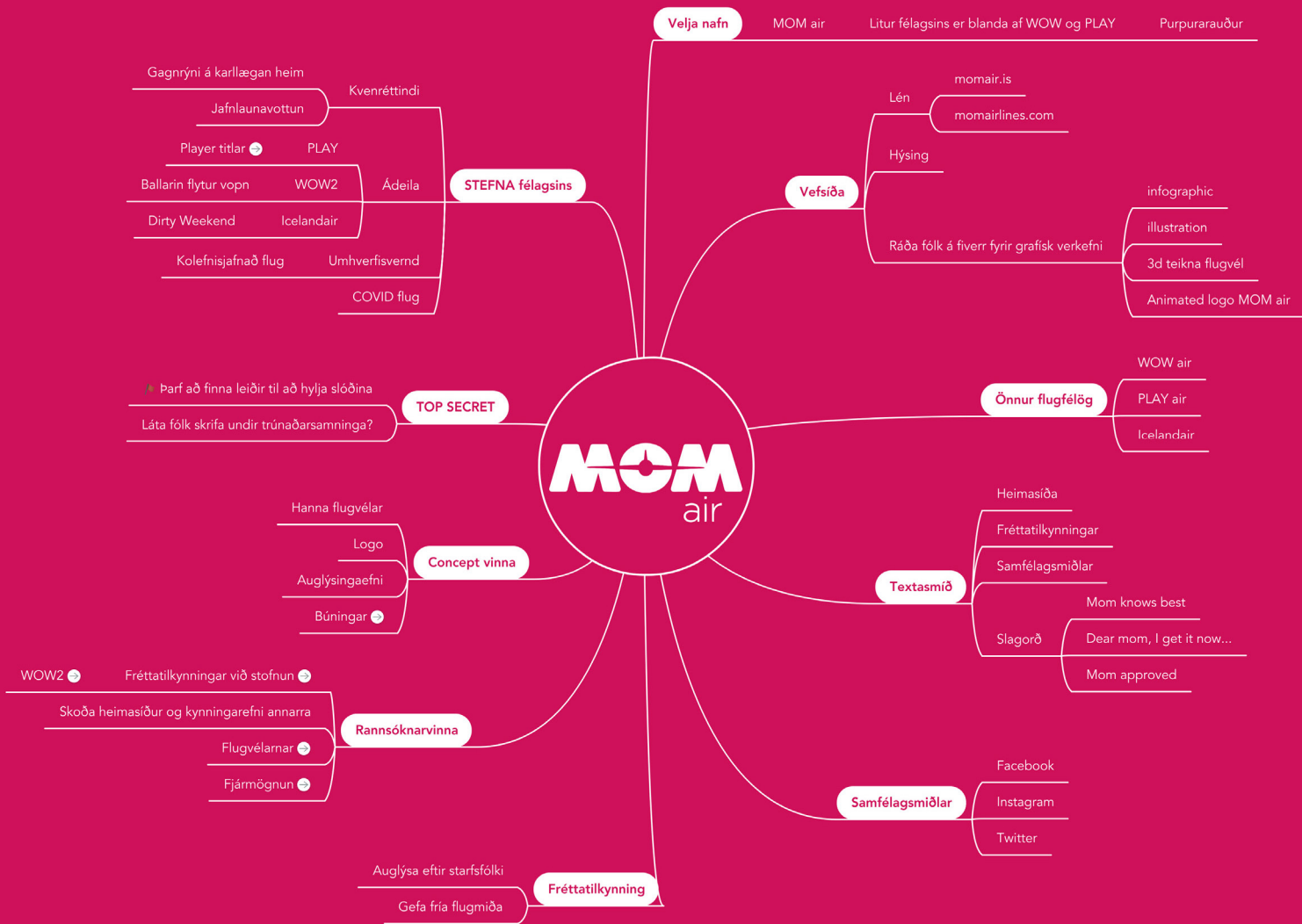
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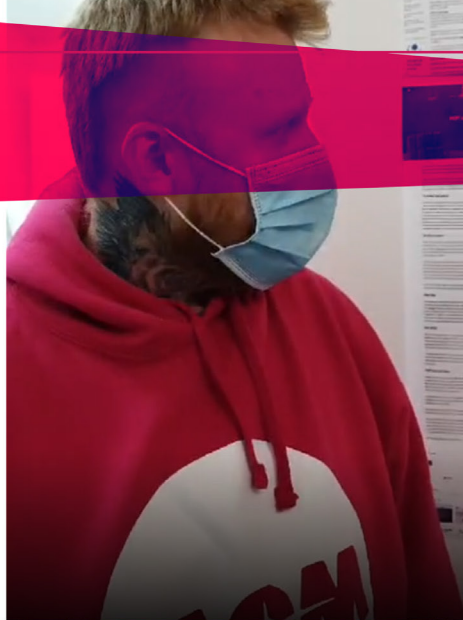
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# MOM AIR

Ink on paper, exhibition @open  
part of final project for LÚR





Projecting without a  
permit. Mobile  
guerilla projecting.  
Urban digital graffiti

Playing playstation  
games off of  
famous buildings.

Examples:  
Grand Theft Auto /  
Police station  
DOOM / Church  
Parliament / Mortal  
Kombat

## PLAYING OUTSIDE

Concept / Performance  
Work in progress...







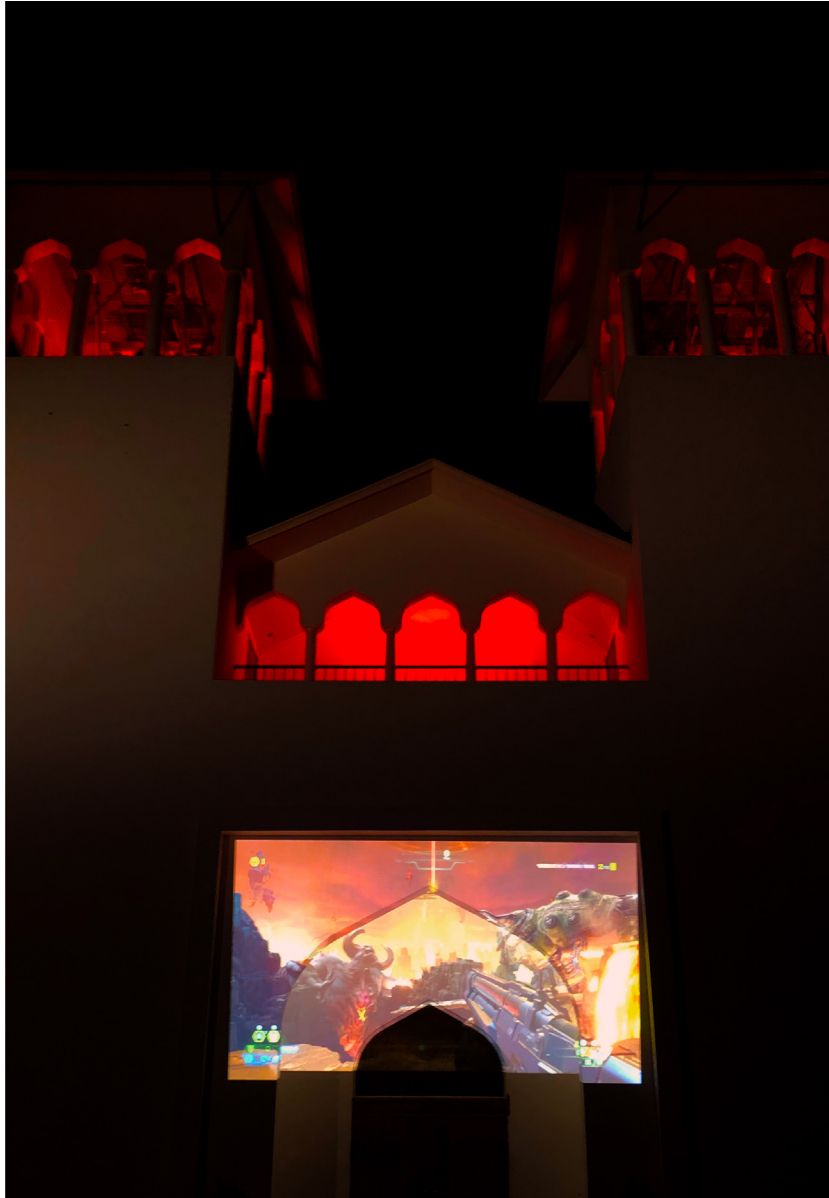


## Playing Outside, 2020 Performance and concept art

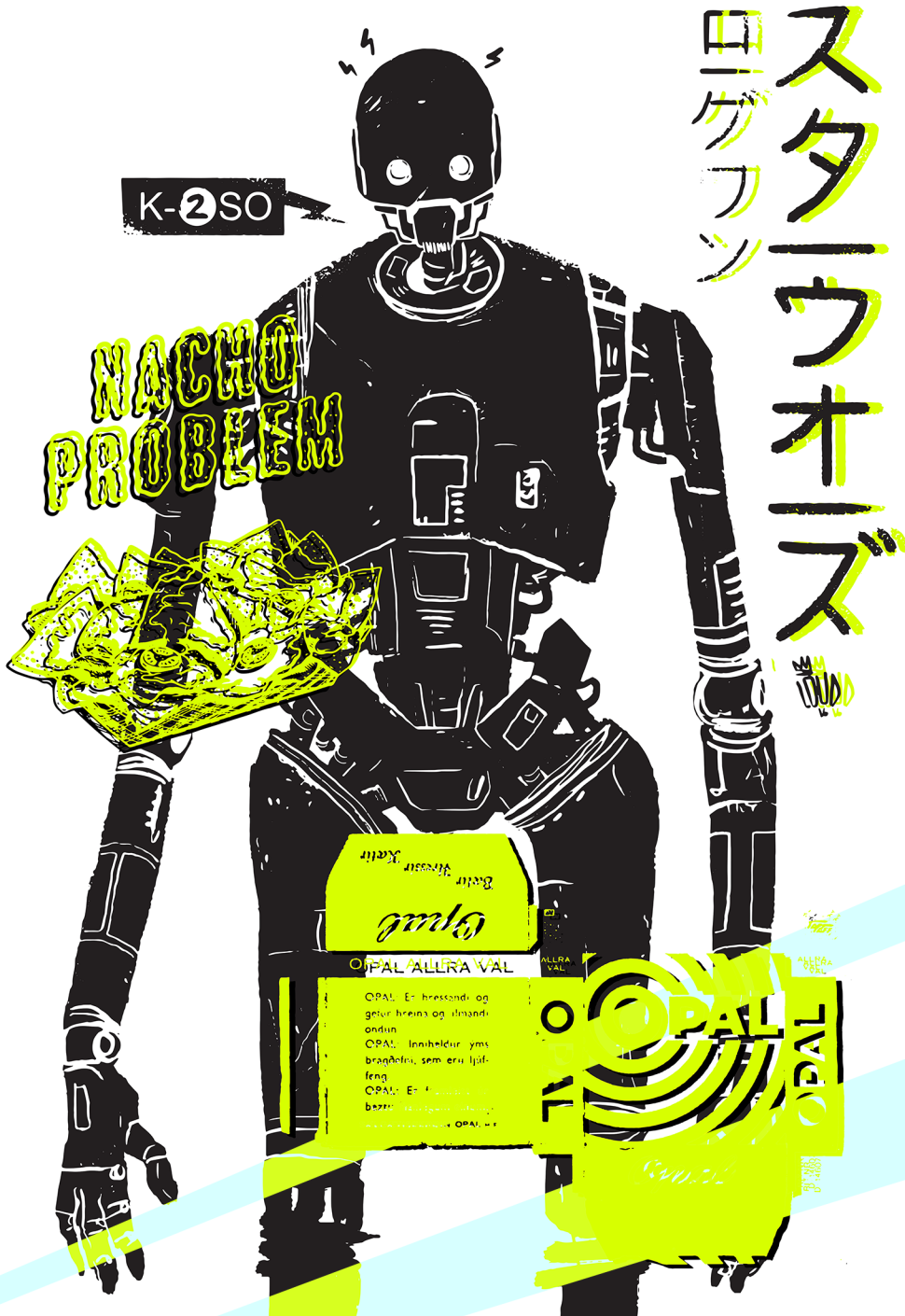
I rented a compact white van, a movie projector, and a generator to transform it into a mobile gaming setup, able to project Playstation 5 games onto any wall or surface near the vehicle. I then proceeded to play games on iconic buildings, such as Mortal Kombat on the Icelandic Parliament, Minecraft on the Prime Minister's office, and Doom on a local church.

I considered this as digital graffiti, as I didn't obtain permission to display these games on these prestigious structures.





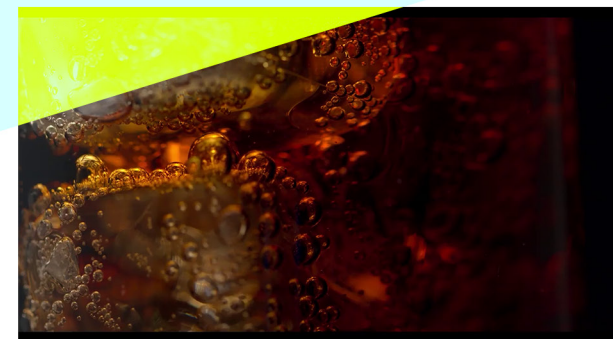
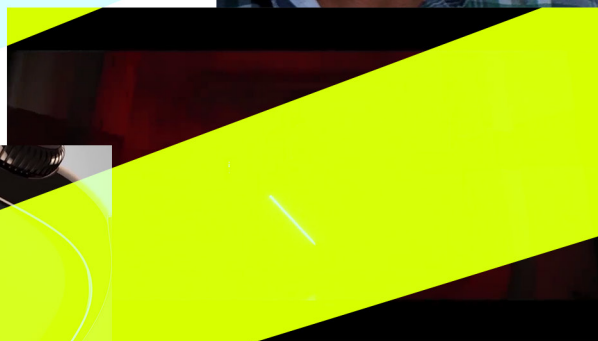
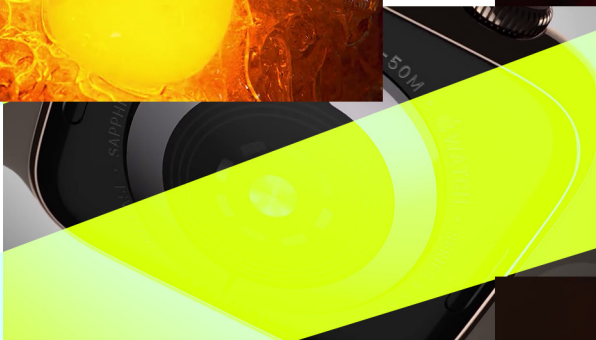




スターウォーズ  
ロケフン



Consume, 2021  
Video







Samhliða uppboði listamannsins Odee á MOM air hjá Gallerí Fold, hefur hann í samstarfi við aðra gjörningalistamenn stofnað nýlistafélagið Gjörvu. Þetta félag hefur að markmiði að sameina listamenn sem hafa áhuga á að skrásetja eignarhald á gjörningum sínum og varðveita með faglegum hætti. Þannig mun Gjörva í heild einsetja sér að móta staðal fyrir þessa nýju tegund listar til framtíðar.

Hægt er að kynna sér nýlistafélagið Gjörvu nánar á [www.gjorva.is](http://www.gjorva.is).





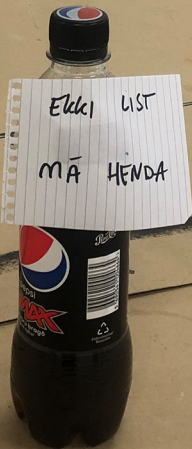


# Ekki list má henda, 2021

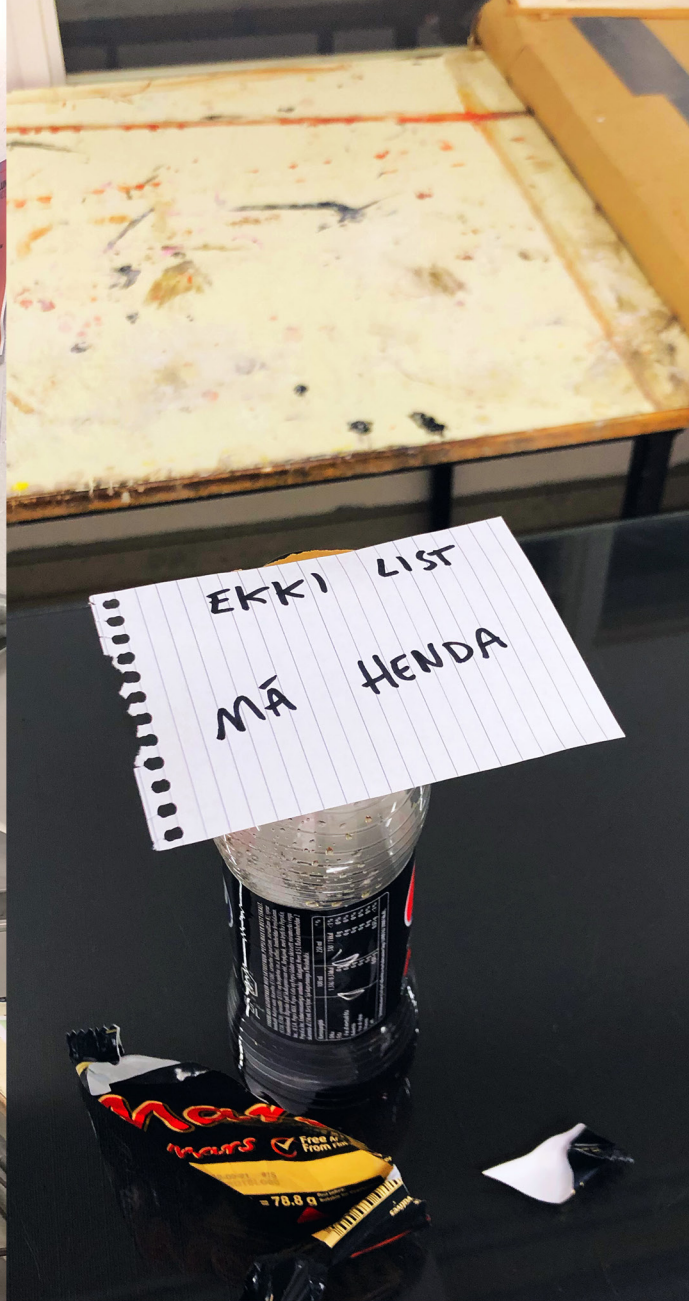
Concept

Plastic, paper, fluid

Creating non-art, instructional concept art. Placement and reaction.











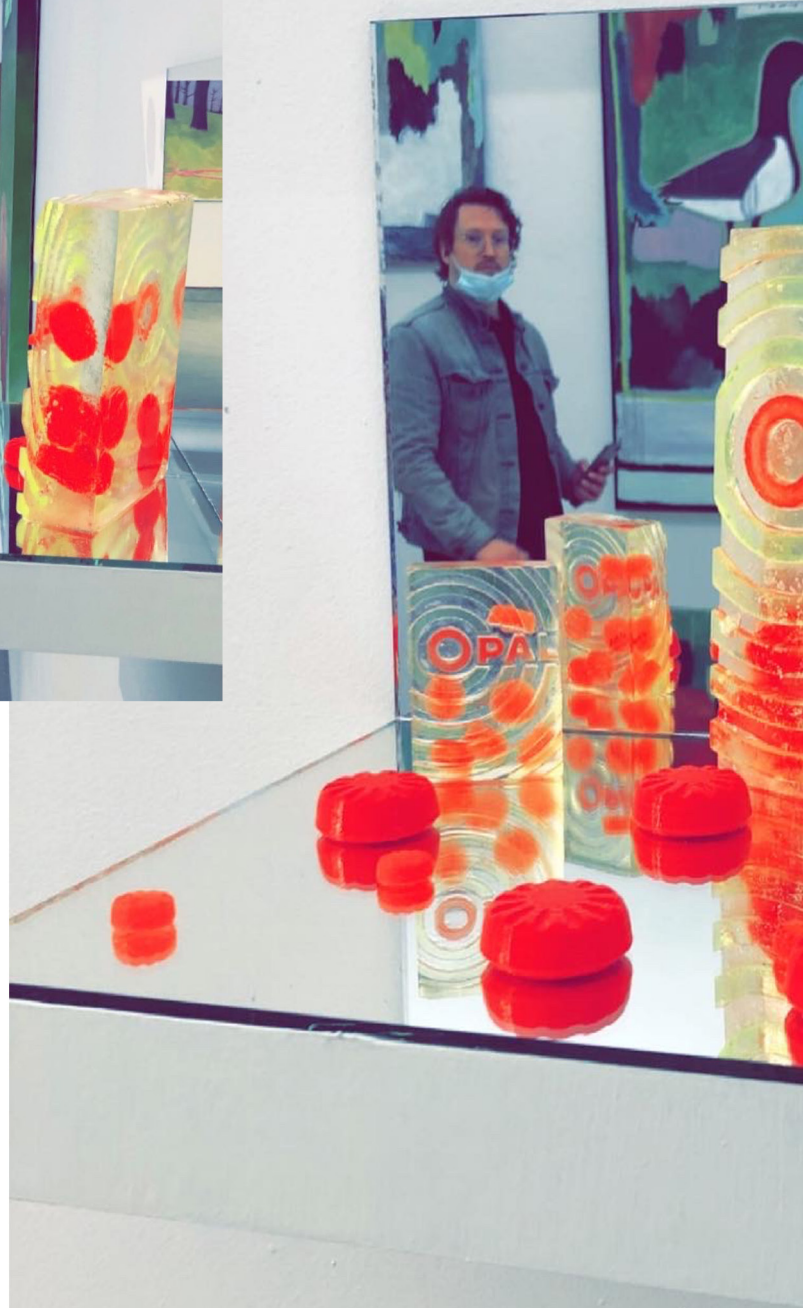
Untitled, 2021

Resin











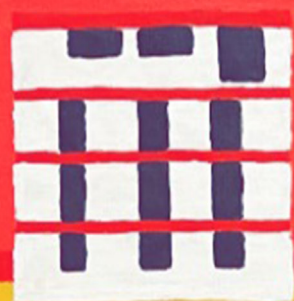




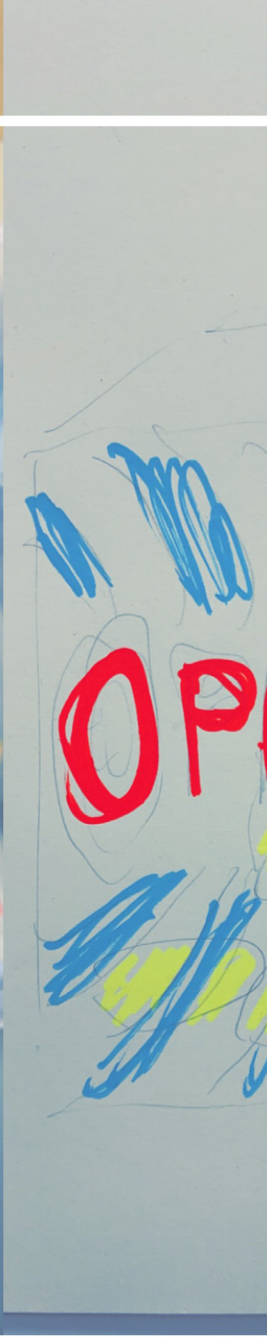
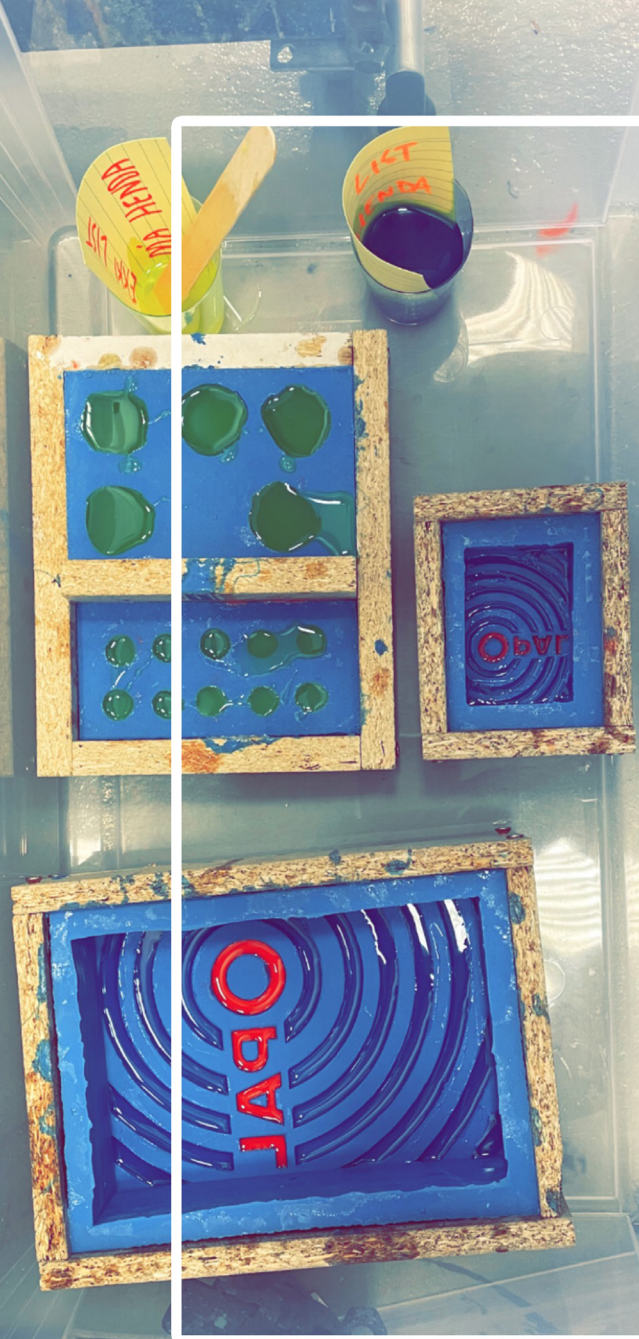


## **PLAY, MOM, WOW**

Manifesting the artistic vision of the performance and concept.  
Acrylic on canvas, 2021  
170x130 cm





















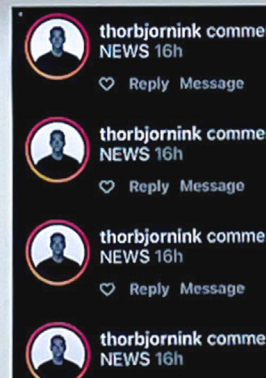
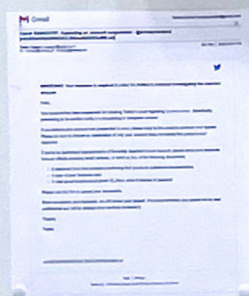
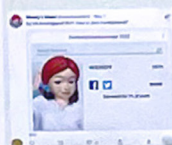
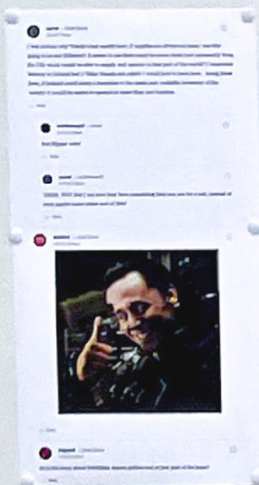
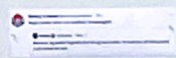
# Wendy's Iceland Inc.

Interactive, online, mixed media

Appropriation of a known brand.  
Website, press release, social media.

Marketing, interactive, research, collecting data









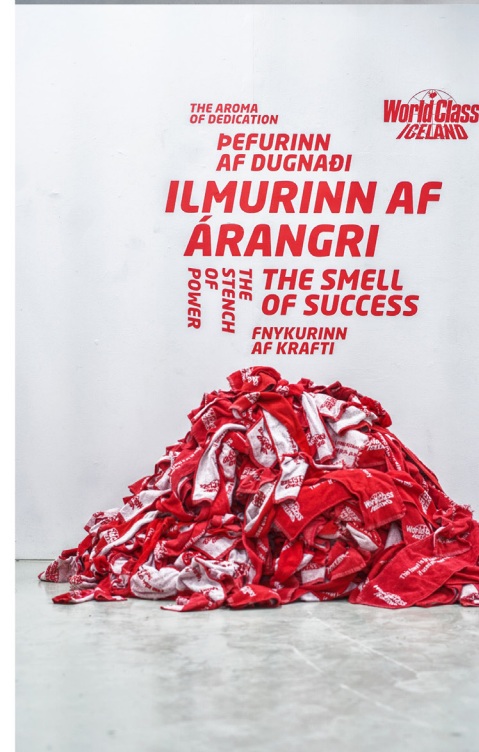


# CO-BRANDING

共同ブランディング

GRAND OPENING  
17TH NOVEMBER

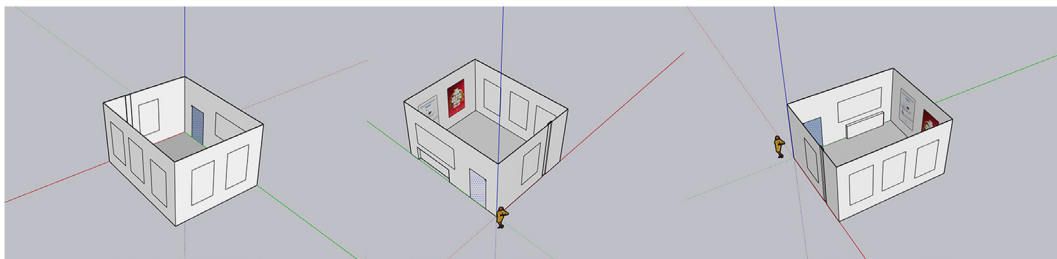
LAUGARNESVEGI 91 17:00-19:00





## Co-Branding, 2022 Concept art

In Co-Branding, I presented the largest marketing firms in Iceland with the opportunity to pay a fee to create one of my artworks. They would have full creative control and install anything they desired without any censorship from me, and I would add my name to the final product.





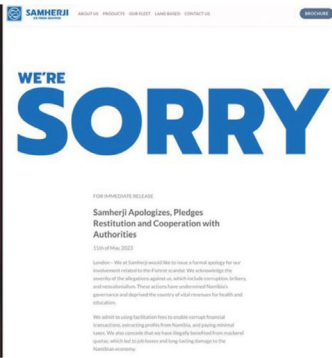
**WE'RE**

**SORRY**









## Ekki Samherji sem biðst afsökunar

Forsvarsmenn Samherja baki heimasíðu sem óprú til í nafni fyrirtækisins. Á finna falsaða fréttatilkyn er afsökunar á framferði



Mannlífð  
1 h · 🌐

Auðjofurinn Þorsteinn Már dró listamanninn Odee fyrir dóm á Bretlandi fyrir listgjörning um fyrirgefningarbeiðni Samherja. Skiljanlegt?



i



Heimildin  
20 h · 🌐

Samherji hefur sent starfsfó ið fordæmir gjörning listama un gekkst við því að vera ma



Heimildin

heimildin.is

Samherji sakar listamann um að reyna að hafa af sér fé

mannlif.is

Oddur dreginn fyrir dóm



Viðskiptablaðið



INNLENT 17. maí 2023 13:33

Ritstjórn / ritstjorn@vb.is

## Segir listamanninn reynt að hafa fé af Samherja

Þorsteinn Már Þorvaldsson, forstjóri segir málið örningur.



forstjóri Sam-

INNLENT

## Lögreglumaður sagðist blaðamaður við eftirgrennsan um listgjörning Odee

Hólmfríður Gísladóttir skrifar 19. maí 2023 07:55

Fréttir

## Lögreglan s Jökull hafi b reglur

Lögreglumaðurinn á sér koma gjörn heim mála

FRÉTTAMÁL

22. m



Samherji

Samherji fékk verkinu „We’re Odee. „Þetta er

# koðar hvort Gísli rotið lög og

Gísli Jökull Gíslason villti

# mildin

Lífskjarakrísan Hvalveiðar



Bubbi Morthens

13 h · 🌐

Eitt ríkasta fyrirtæki Íslands í sögu okkar þjóðar, í eigu einnar ríkustu fjölskyldu sögunnar, heitir Samherji, en þrátt fyrir auðinn þolir það ekki listrænan gjörning sem gerir í raun grín að því hversu hörundsárir þeir eru gagnvart siðferði sínu og gjörðum. Og þeir ákveða að lögsækja listamanninn í krafti auðs sem þeir hafa fengið uppí hendurnar frá þjóðinni. Enn og aftur hnyklar fyrirtækið gullvöðvann og reynir að stöðva gagnrýni á sig, og þá skiptir ekki máli hver á í hlut. Ef þú vogar þér að gera grín að þeim eða gagnrýna þá líkt og Helgi Seljan forðum þá fara þeir í þig í krafti stærðar sinnar. Smáir eru þeir í stærð sinni. Þessi gjörningur var brill og útaf hverju heldur fólk að Samherji hafi brugðist svona við? Vegna þess að þeir vita uppá sig skömmina? Já, líklega, og enn og aftur ríkir þögn um þennan lagalega skömmustu-gjörning Samherja.



168

34 comments 28 shares



Fréttir

## Gregur Odee fyrir dóma Bretlandi

lögban á vefsíðu sem er hluti af li  
re Sorry“ eftir Odd Eysteinn Friðrikss  
að mínu mati hrein og bein ritskoð

visir

INNLENT

### Odee sætir lögbanni í Bretlandi og þarf að afhenda Samherja verk sitt

Hólmfríður Gísladóttir skrifar · 26. maí 2023 08:39







**LISTAHÁSKÓLI ÍSLANDS**  
Iceland University of the Arts

**2023**

[www.odee.is](http://www.odee.is)