

ALL THAT I AM

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From a speck of hair to a mouse model



FROM A SPECK OF HAIR TO A MOUSE MODEL

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A combination of three online services can make this project possible. Hair samples of Elvis Presley, bought on ebay were sent to a gene sequencing lab to identify different behavioural traits (varied from sociability, athletic performance to obesity and addiction). Using this information, transgenic mice clones with parallel traits were produced. The genetically cloned models of Elvis (in this case) are tested in a collection of various contemporary scientific mouse model environments, simulating some of the significant biographical circumstances of his life.

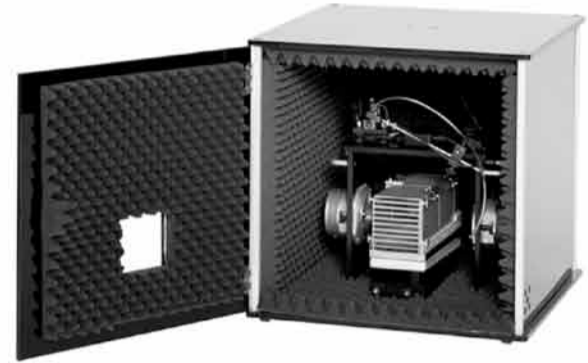
- Is it possible to quantify our life through a series of conditions and events? What are the aspects of life that are responsible in making us ourselves?
- Does buying a pre-owned item gives one the legal right to another individual's genetic data?
- Can mouse models of ourselves help us prepare for possible futures or will it impose them on us?
- Will we make different choices Re-living the same life?
- Can a mouse be Elvis? What makes you believe it can be?



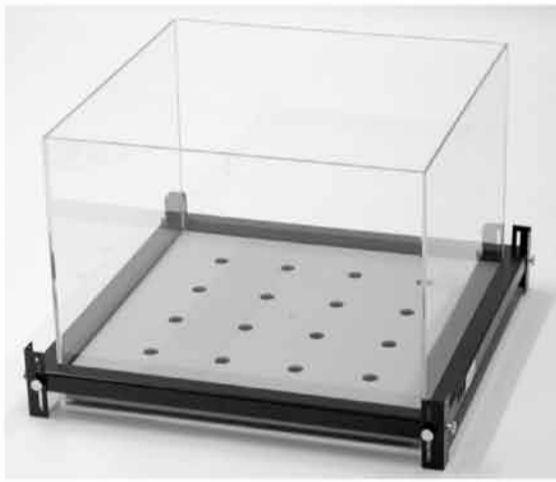
EXISTING SCIENTIFIC MODELS



Grip Strength Meter



Startle / Fear
potentiated Startle



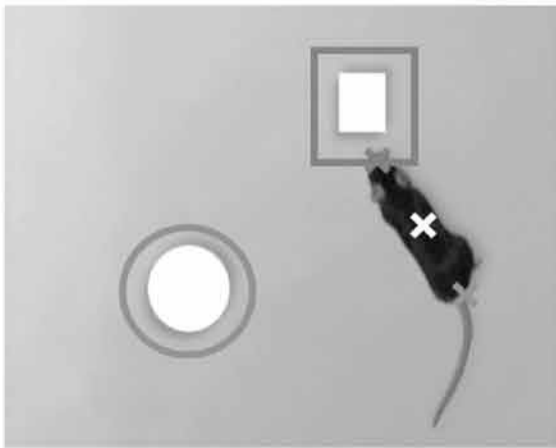
Hole Board System



Light-Dark Test



Elevated Plus Maze

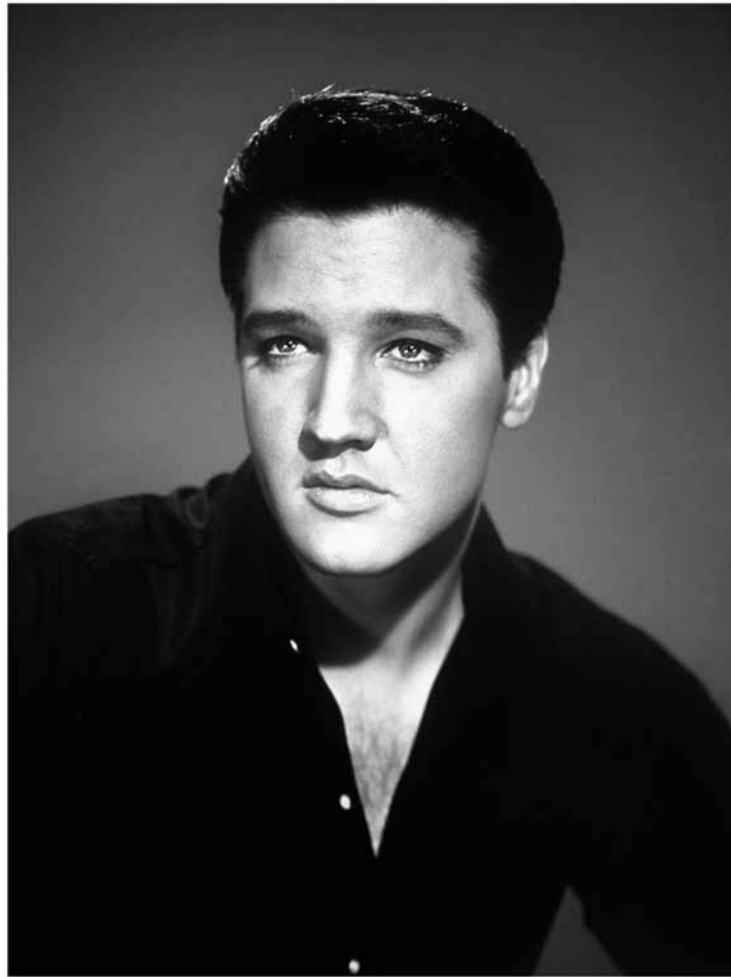


Object recognition

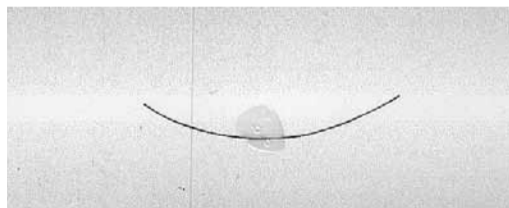




ELVIS PRESLEY AS A MODEL



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CHILDHOOD



Mouse Y (Companion/Mother)



Mouse X (Elvis clone)

Sociability

Living with another mouse.
*“Mama’s child” —
His mother’s influence and
the special place she had in
his life

Vertical Light/Dark Box

*Poverty (Tupelo, Mississippi)



Mouse A

Social Aspiration

Exposed to isolated mice
with food.
*Cultural icons, success,
luxurious life style

Grasping Test

*Effort (hard work)

Mouse B

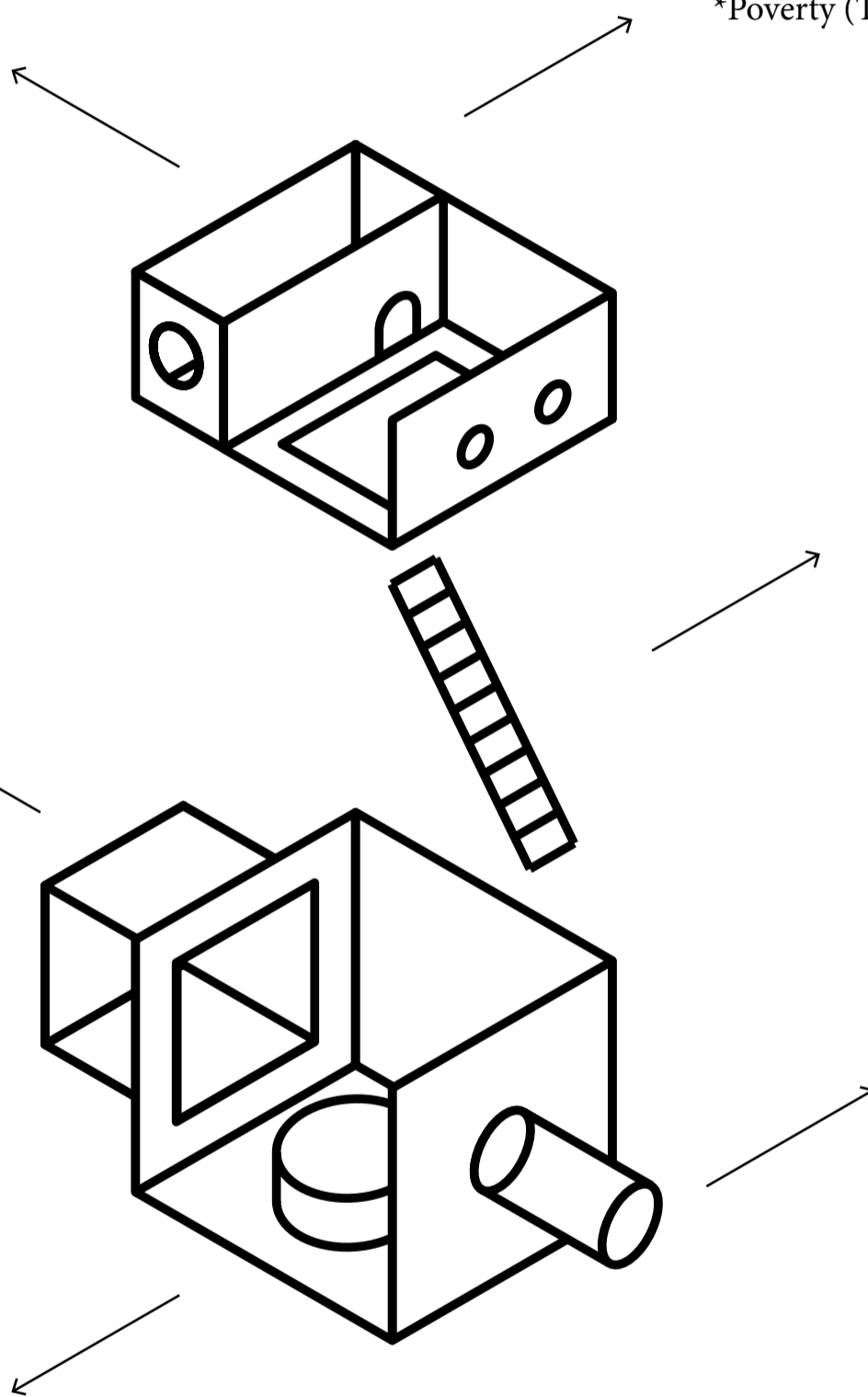


Social Threat

*Bully (outsider)

Effort food search

Chewing through
polystyrene circle to get food.
*Help Support his family

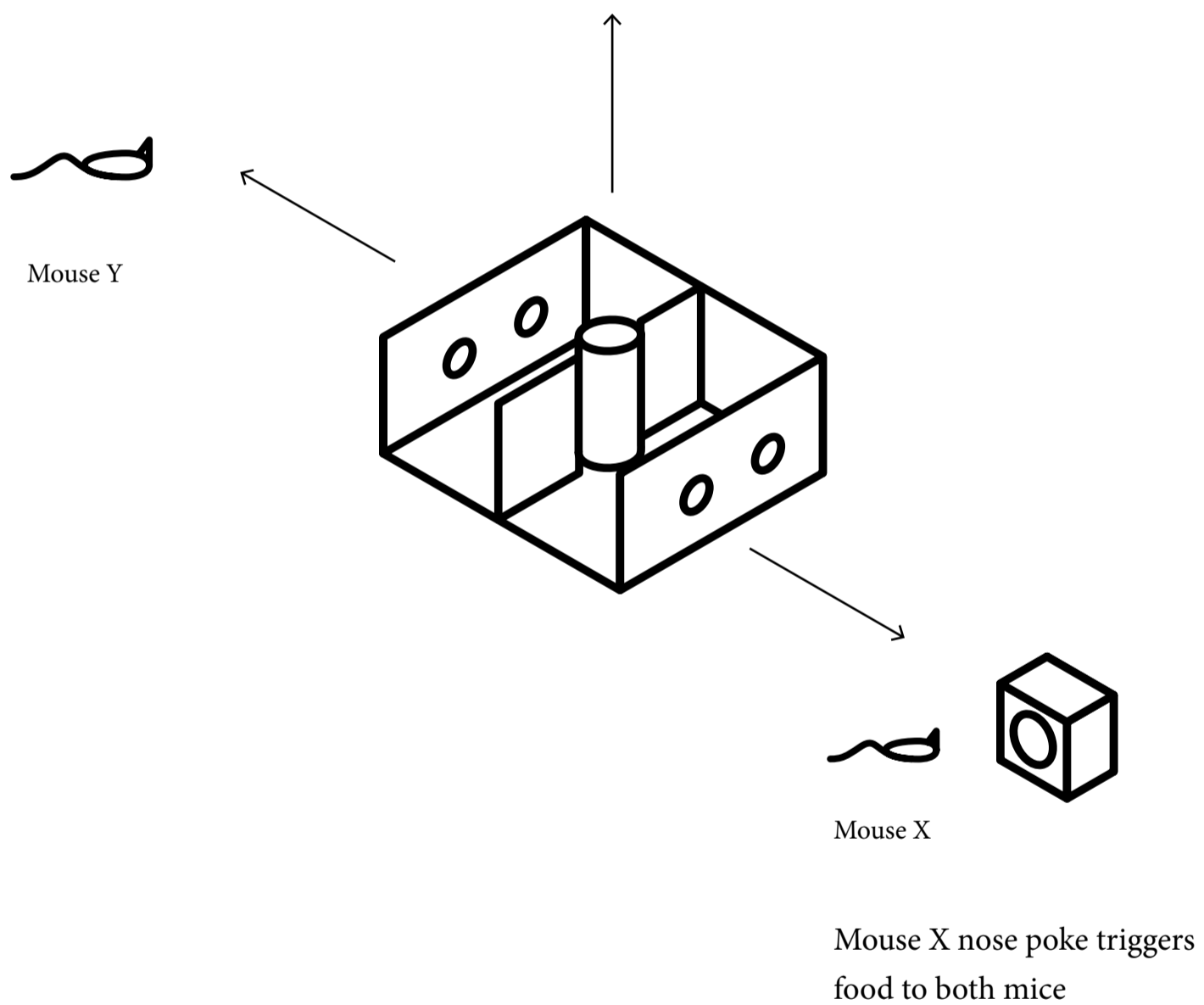


INFLUENTIAL TALENT

Conditioning

Influence of his talent on others.

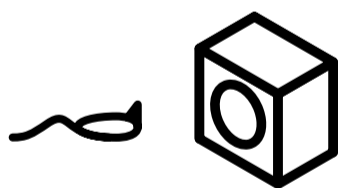
Food as reward for both mice for learning how to use the trigger.



SELF / SOCIAL / PUBLIC IMAGE vs ANXIETY

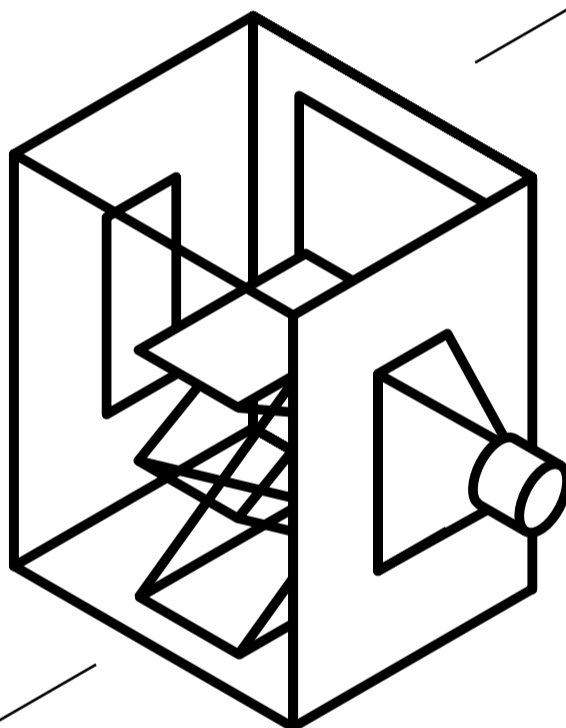
Fear / Anxiety

Coping with radical changes of his self image.

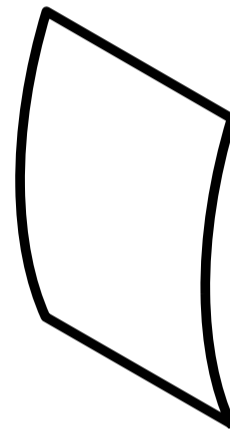


Elevated stage —

Nose poke elevates the floor and enlarge the mouse reflection on the mirror.

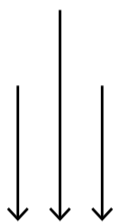


Bending mirror —
Distorted image (bigger).



COMMODITY (GRACELAND)

Toys and food



Conditioning

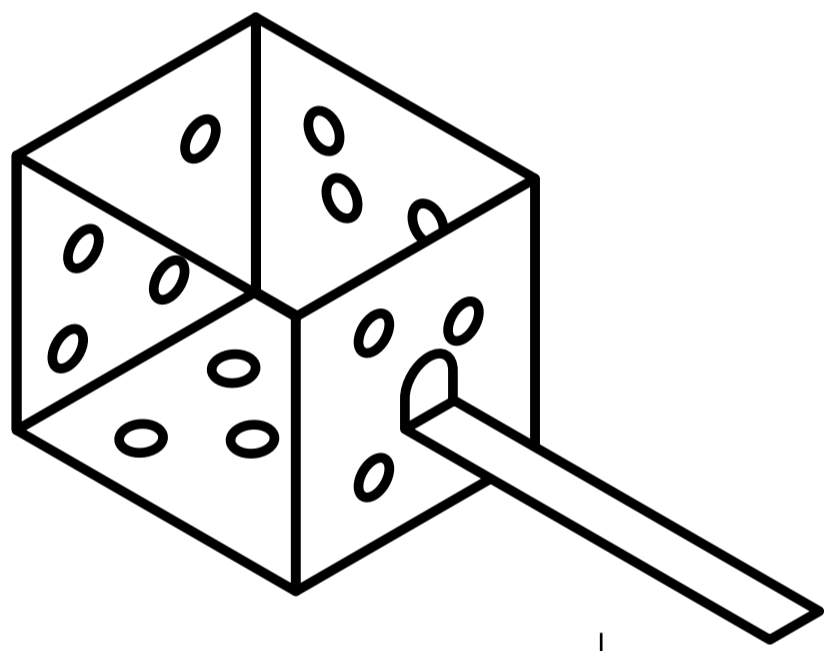
Anywhere a mouse poke his nose food and toys fill the room.



Mouse X (Elvis clone)



Mouse Y (Companion/Mother/wife)

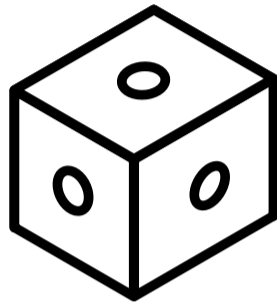


Elevated Maze / Fear

The search for someplace/something new as the room being filled with toys and food.



SELF REFLECTION



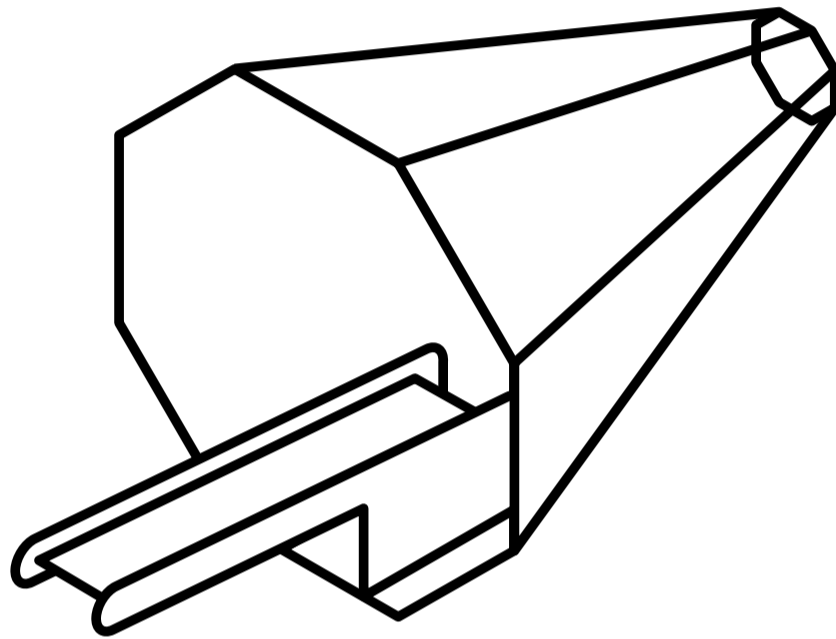
Isolation

*The army, his Mom's death and his
Divorce



Mouse X (Elvis clone)

ESCAPE (END)



Mouse X (Elvis clone)



Treadmill

*In his last years Elvis worked himself to death, trying to escape from his biggest fear - loosing his family.