

From its use as the official stamp on ecstasy tablets during the 80's house dance culture in the UK, to appearing in movies, graphic novels, album covers, plastic bags used in grocery stores, buttons, t-shirts and, most notoriously, as a censor on private parts of erotic and pornographic advertisement,

" Mr. Smiley" inspired an idea I had for quite some time regarding the commercial and artistic use of this popular icon.

The Series focuses on the smiley face as a fig leaf, which is meant to be funny, a big ball of goofiness, a parody of the current American Society based on Victorian Values. When we think about it, we exist today in a bubble of sexual illusion in which we have all the necessary ingredients where the only thing missing is the icing on the cake or the ribbon wrapped around the present.

In the end we all know what is behind the smiley face.

Why hide it?