

Used with Deceit by JEFF&GORDON

The ampersand is the "and sign." The Romans formed it from the Latin word for "and", which is spelled *Et*. Slur "Et" together with cursive and you'll get one symbol: &. Several hundred years later, children learning English learned the "and sign," effectively, as the 27th letter, tacked onto the alphabet after the letter Z. But, when committing the alphabet to memory, how do you say, ". . . W, X, Y, and Z and &."? So children were taught to say ". . . X, Y, Z and *per se* and". (Say "and per se and" a few times to yourself and you'll have it. It slurs together to make "ampersand.")

Jeff Foye and Gordon Winiemko, the artists who comprise the artist duo JEFF&GORDON, say one of their aims is to "challenge and revel in the relationship we each have with the social sphere." Part of the duo's social sphere is shared with a NASCAR driver of all people. That's Jeff Gordon—no ampersand. In the last several years, as many Jeff Gordon race fans have mistakenly "liked" JEFF&GORDON on Facebook, JEFF&GORDON has now slurred back into those fans' lives by inserting themselves into fan videos from online. (These new videos will be "re"-posted onto Youtube soon.)

JEFF&GORDON use and portray themselves in cinema, in its many contemporary forms, because it reifies social identity and relations; it both represents and teaches us who we are and how we should act. JEFF&GORDON both produce and use it.

-Carleton Christy, 2012