

## *The New York Stock Exchange Project*

This series of multimedia, constructed photographs visually maps our participation in the New York Stock Exchange utilizing Ralph Nelson Elliott's *Elliot Wave Theory*. The goal of the project was to engage in a volatile financial market, test an economic theory, and provide a visual formula that represents the *Elliot Wave* methodology.

Ralph Nelson Elliott proposed that crowd psychology, not economic fundamentals, was the key factor that moved the stock market. Elliott showed that the degree of crowd psychology was observable on a subminute level up to a multi-century Grand Supercycle. He proposed that these "waves" of optimism or pessimism could be measured and predicted through the Fibonacci number sequence.

Over a period of 18 months, we bought and sold 21 stocks at varying times based upon their wave position. Each stock's price movement was recorded, averaged, and fit into a hand-constructed sculpture. The grid-like sculptures held one hundred and five bricks symbolizing days in typical trading period. The large, clay bricks were removed from turn-of-the-century brick roads in Akron, OH and then repurposed for our constructed photographs. If the price went up it got a brick, if the price went down, no brick. The sculpture was then photographed and digitally composited. Antiquated bricks were then replaced with hand-painted bricks based on random dice rolls to visually represent the game-like behavior of the stock market. Overall, we averaged an 80% gain between the 21 stocks.