PRESS RELEASE

Trumpicism: Show a thing. Name it falsely.

W. T. Falscher invites artists to make the contradiction between an image and its caption visible

Swiss conceptual artist W. T. Falscher presents **Trumpicism**, an open artistic initiative built on a simple operation: show a recognisable thing and give it a plainly false name. The image and its caption contradict one another. That contradiction is the material of the work.

Introduced in 2026 and described by Falscher's office as a new art movement, Trumpicism sets out three conditions: the image must be plainly recognisable; the caption must plainly contradict it; and the contradiction must be obvious to anyone. The method does not depend on concealing a falsehood. It displays it.

The statement at trumpicism.com puts the distinction directly: "This is not deception. It is deception made visible." A caption that would ordinarily help identify an image becomes the source of an unmistakable error. The viewer is left with the gap between what is seen and what is asserted.

Trumpicism addresses a public climate in which confident assertions can detach themselves from observable reality. Rather than illustrate that condition through a narrative, it reduces it to a visible relationship: an image that can be recognised and a name that cannot be reconciled with it.

The initiative is open to other artists. Those wishing to take part can register through the project website, introduce themselves and describe their relationship to the idea. The published process then provides an email address for submitting work images. Accepted contributions are presented on individual curated pages under the participating artist's name.

Openness does not mean automatic publication. Contributions are reviewed and placed by hand; the website states that there are no automated listings or self-service galleries. An invitation to submit is not a promise of inclusion.

Trumpicism offers a common rule rather than a prescribed visual style. Its invitation is to make a false naming apparent, not to persuade viewers to believe it.

About W. T. Falscher

W. T. Falscher is a Swiss conceptual artist whose practice includes works on paper, readymades and net art. He does not make public appearances. Raphael Dudler represents the artist publicly through The Ministry of Good Taste.

Press contact

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