

[Old Masters BuzzFeed](#) was inspired by the underwhelming titles given to famous works of art. I wondered how these titles would have to be updated to survive in the current clickbait climate. I thought by amalgamating these titles with pre-existing BuzzFeed headlines, I would question the ephemeral nature of content these days. The capabilities for news outlets to

emphasise certain information over others makes them the controller of the canon of art of tomorrow. And it just seemed like a funny thing to do.



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