



Have a Nice day A Case for Sunbathing

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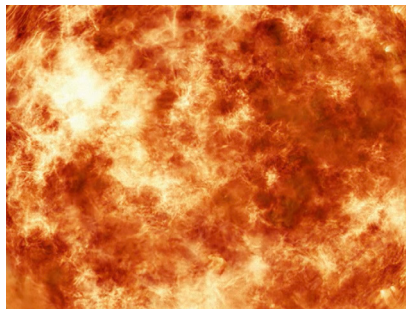
ENG Abstract: This graphic essay reflects on the concepts developed for Common Accounts' installation *Have a Nice Day*, a solar canopy and artificial sun presented at MUDAC's Solar Biennale in 2025. The essay intersperses images of the installation with transcripts of narration sourced from influencer testimonials and Georges Bataille's "The Accursed Share," staging a critical encounter between contemporary domestic therapeutic devices and Bataille's theory of excess solar energy. Through this juxtaposition, "A Case for Sunbathing" examines how artificial sunlight has been theorized in popular consumer advertising and wellness-oriented social media for applications as diverse as cellular rehabilitation, anti-aging, and enhanced fertility. Taking *Have a Nice Day* as a conceptual scaffold, the paper follows how the installation troubles psycho-social associations with the sun in an age of climate anxiety, channeling them into sensible, energetic encounters in the gallery and tracing their entanglement with optimization, self-design, planetarity, technology, and daily life.

Keywords: Solar Energy, General Economy, Georges Bataille, Techno-Wellness, Therapeutic Device, Climate Anxiety, Optimization, Self-design, Libidinal Energy.

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Have a Nice Day is a solar canopy: an interior sun apparatus suspended in the museum. Animated by motion sensors, it constitutes an artificial sun, inviting visitors to bathe under its warmth, sound, and light frequencies.

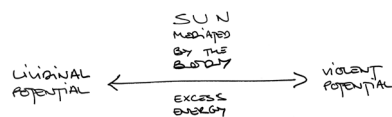


“Even what may be said of art, of literature, of poetry has an essential connection with the movement I study: that of excess energy, translated into the effervescence of life.” ¹



The project troubles the psycho-social associations with the sun in the age of climate anxiety and channels them into sensible, energetic encounters in the space of the gallery. Suspended from Have a Nice Day is an arsenal of off-the-shelf devices that reproduce energetic performances of the sun. They include: red lights, UV tanning lights, tube lights set to daylight colour temperatures,

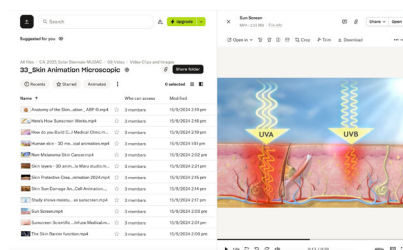
space heaters, speakers playing solar sonifications, and screens featuring moments of contact between body and sun.



“...Energy finally can only be wasted...” ²



The installation considers the sun as a cosmic battery whose rays can increasingly be replicated and directed toward myriad purposes. Theorized among them: cellular rehabilitation, anti-aging, and enhanced fertility. As such, Have a Nice Day examines perceptions of the sun in relation to optimization, self-design, planetarity, technology, and daily life.

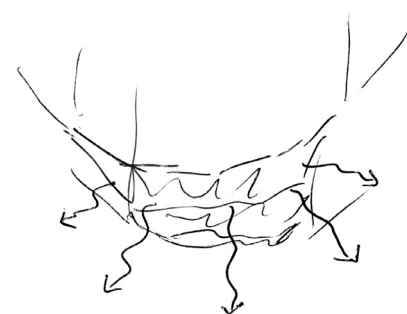


“The right amount of lighting can actually increase your energy, uplift your mood, give you deeper focus and improved sleep. So the majority of time, we are spending our time in

front of our screens, in front of our phones, in front of our computers, and that blue lighting can really screw us up.” ³



The project troubles the psycho-social associations with the sun in the age of climate change and channels them into sensible, energetic encounters in the space of the gallery. The installation is informed by the sun's simultaneous instrumentality as life source and hazard from the early 20th century—as articulated by the philosophies of Cosmism and Georges Bataille—to the present day.

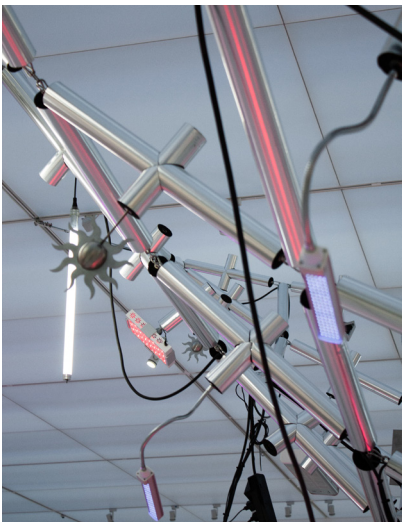


““The living organism, in a situation determined by the play of energy on the surface of the globe, ordinarily receives more energy than is necessary for maintaining life; the excess energy (wealth) can be used for the growth of a system (e.g. an

organism); if the system can no longer grow, or if the excess cannot be completely absorbed in its growth, it must necessarily be lost without profit; it must be spent, willingly or not, gloriously or catastrophically.”⁴



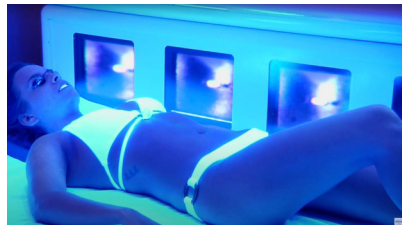
“You see when it comes to wavelengths, we’re talking about the electromagnetic spectrum. It’s this beautiful spectrum—wow—and this gorgeous spectrum can go from UV rays and gamma rays that can be really harmful, all the way to radio waves that can be miles long.”⁵



“Minds accustomed to seeing the development of productive forces as the ideal end of activity refuse to recognize that energy, which constitutes wealth, must ultimately be spent lavishly (without return), and that a series of profitable operations has absolutely no other effect than the squandering of profits.”⁶



“But within this electromagnetic spectrum there’s visible light which is actually quite a small section that we can see. But on one end of that visible light spectrum is red light and that is the LED that people are using in their skincare devices and hair care devices and yes, there’s actually medical science showing that it works.”⁷



“On the surface of the globe, for living matter in general, energy is always in excess; the question is always posed in terms of extravagance. The choice is limited to how the wealth is squandered.”⁸



“Ancient societies found relief in festivals; some erected admirable monuments that had no useful

purpose; we use the excess to multiply ‘services’ that make life smoother, and we are led to reabsorb part of it by increasing leisure time.”⁹



“Neither growth nor reproduction would be possible if plants and animals did not normally dispose of an excess. The very principle of living matter requires that the chemical operations of life, which demand an expenditure of energy, be gainful, productive of surpluses.”¹⁰



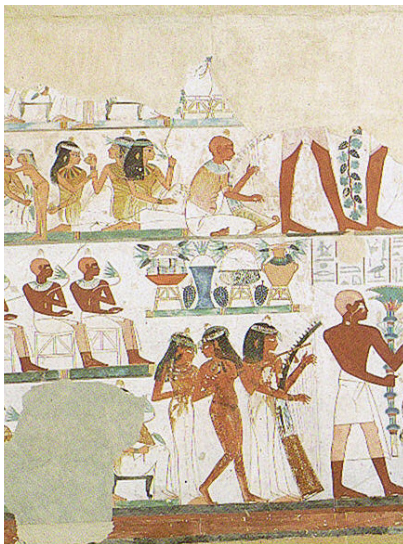
“What you guys probably don’t know about this is all the different benefits that you can get from red light therapy. Just to name a few, I mean it’s good for scars, for acne, for rosacea, for dry skin, wound care, inflammation in pretty much any different form.”¹¹



“Solar energy is the source of life’s exuberant development. The origin and essence of our wealth are given in the radiation of the sun, which dispenses energy — wealth — without any return. The sun gives without ever receiving.” ¹²



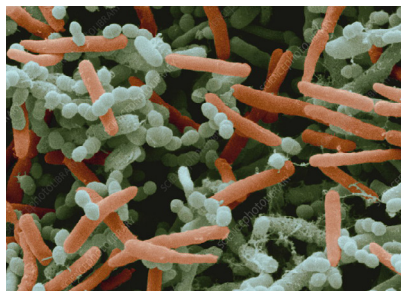
“Somebody who suffers from insomnia, for me to use something like this and get you know, a ten minute session of red light therapy before bed... it’s been so peaceful and calming for me... Check them out. You can certainly use my code, Jake30... and that’ll save you thirty bucks on any of their devices.” ¹³



“In former times value was given to unproductive glory, whereas in our day it is measured in terms of production: Precedence is given to energy acquisition over energy expenditure.” ¹⁴



“Solar radiation results in a superabundance of energy on the surface of the globe. But, first, living matter receives this energy and accumulates it within the limits given by the space that is available to it. It then radiates or squanders it, but before devoting an appreciable share to this radiation it makes maximum use of it for growth. Only the impossibility of continuing growth makes way for squander.” ¹⁵



“...The unevenness of pressure in living matter continually makes available to growth the place left vacant by death... possible growth is reduced to a compensation for the destructions that are brought about...” ¹⁶



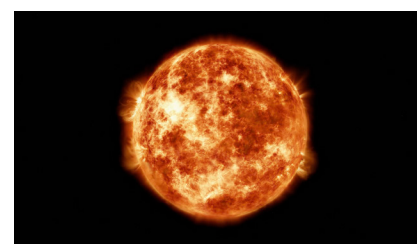
“The history of life on earth is mainly the effect of a wild exuberance; the dominant event is the development of luxury...” ¹⁷



“...Man is the most suited of all living beings to consume intensely, sumptuously, the excess energy offered up by the pressure of life to conflagrations befitting the solar origins of its movement.” ¹⁸



“Bringing the healing power of light to everyone, everywhere.” ¹⁹



Text Notes

1. Georges Bataille. *The Accursed Share: An Essay on General Economy. Volume 1: Consumption* (Zone Books, 1988), 10. Originally published in France as *La Part Maudite* (Les Editions de Minuit, 1949).
2. Ibid., 11.
3. Segment of the narration from: "Get Better Sleep with Circadian Optics." Week99er. Oct 25, 2019. www.youtube.com/watch?v=cbVOviB4ps8&t=3s
4. Bataille, 21.
5. Segment of the narration from: "Stop Wasting Your Money On Red LED Light Therapy..." Cassandra Bankson. April 8, 2024. www.youtube.com/watch?v=OyHqcVpxOJc
6. Bataille, 22.
7. Bankson. www.youtube.com/watch?v=OyHqcVpxOJc
8. Bataille, 23.
9. Ibid., 24
10. Ibid., 27
11. Segment of narration from: "Kala Red Light Therapy – Mini Review." Kala Therapy. April 30 2021. www.youtube.com/watch?v=gdy-avOYmNY
12. Bataille, 28.
13. Kala Therapy, www.youtube.com/watch?v=gdy-avOYmNY
14. Bataille, 29.
15. Ibid.
16. Ibid., 33.
17. Ibid.
18. Ibid., 37.
19. "About Circadian Optics." Circadian Optics, thecircadianoptics.com, August 9, 2024.

Image Notes

Title page image. Have a Nice Day in Soleil-s at MUDAC, Lausanne. Curated by Rafael Santianez and Scott Longfellow. Photo by Common Accounts, 2025.

Image 1. Still from the animation "Earth's sun in outer space." Remotevfx. via AdobeStock. Accessed September 2024.

Image 2. Have a Nice Day. Photo by Common Accounts.

Image 3. Diagram by Common Accounts.

Image 4. "Two Sunbathing Naked Young Women." Paul Fischer, 1911.

Image 5. Screenshot of Common Accounts Dropbox folder displaying stock image diagram of solar radiation applied to human skin.

Image 6. "Stop Wasting Your Money On Red LED Light Therapy..." Cassandra Bankson. April 8, 2024. www.youtube.com/watch?v=OyHqcVpxOJc

Image 7. Diagram by Common Accounts

Image 8. Image of the sun. Pixabay.

Image 9. Have a Nice Day. Photo by Common Accounts.

Image 10. Have a Nice Day. Photo by Common Accounts.

Image 11. Still from "Tanning: How to Use Tanning Beds." ehowbeauty. August 12 2009. www.youtube.com/watch?v=ccwdf-bCCWK0

Image 12. "The Swing." Jean-Honoré Fragonard, 1767-68.

Image 13. "Surf and Sand, Carolina Beach." Tichnor Brothers Collection. Accessed via Massachusetts Digital Commonwealth. www.digitalcommonwealth.org/search/commonwealth:8c97nj65b

Image 14. Modified segment of a home video still. Origin unknown.

Image 15. Kala Red Light Therapy promotional image. www.kalared-light.com

Image 16. Still from a stock video. Pixabay.

Image 17. Reproduction of "Beautiful Festival of the Valley" in the Tomb of Nakht (15th Century BC) by Norman de Garis Davies and Nina Davies. Accessed via Wikipedia. [www.en.wikipedia.org/wiki/Beautiful_Festival_of_the_Valley#/media/File:Tomb_of_Nakht_\(6\).jpg](https://www.en.wikipedia.org/wiki/Beautiful_Festival_of_the_Valley#/media/File:Tomb_of_Nakht_(6).jpg)

Image 18. "Wheat, Cereal, Ear image." Nowaja. Pixabay. 2025.

Image 19. Compost bacteria, SEM. Science Photo Library. www.sciencephoto.com/media/11934/view/compost-bacteria-sem

Image 20. Have a Nice Day. Photo by Common Accounts.

Image 21. Have a Nice Day. Photo by Common Accounts.

Image 22. Fragment of "Bathers at Avon-by-the-Sea, New Jersey." Tichnor Brothers Collection. Accessed via Massachusetts Digital Commonwealth. ca1930-45. www.digitalcommonwealth.org/search/commonwealth:5m60qz879

Image 23. Still from the animation "Earth's sun in outer space." Remotevfx. via AdobeStock. Accessed September 2024.