ANDY KASSIER

ARTISTS STATEMENT

The conceptual artist Andy Kassier (*1989) lives and works in Berlin. His work includes installations, performances, photography, videos, sculptures and painting. In 2018, he graduated with distinction in Media Arts from the Academy of Media Arts Cologne, where he studied with Mischa Kuball and Johannes Wohnseifer, among others.

In 2013, he created his alter ego Andy Kassier, who ironically breaks the narrative of wealth and happiness in late capitalist society. On Instagram and in international solo and group exhibitions, he continuously develops the long-term performance according to the current zeitgeist. How does photography change in the digital age, when images become the medium of communication and at the same time the medium of photography is expanded through performances and livestreams? In exhibition spaces, Kassier sets up installations and performs and streams live on social media.

Kassier observes phenomena in social media and the development of digital image cultures. Based on his findings, he searches in his artistic work for answers to currently socially relevant questions: What is happiness? ("the science of happiness", Pop; 68, Cologne, 2016) How do I become successful? ("On the Internet, Nobody Knows You're a Performance Artist. Andy Kassier and Signe Pierce", NRW-Forum Düsseldorf, 2018) How is masculinity portrayed? ("How To Take A Selfie", Goethe-Zentrum Baku, Azerbaijan, 2019) How do I accept myself? ("Link in Bio. Art After Social Media", Museum der bildenden Künste Leipzig, 2019/2020) What is the role of the artist in the digital age? ("palm down", HANZ.studio, Gallery Weekend Berlin, 2020)

PORTFOLIO

SUCCESS IS JUST A SMILE AWAY

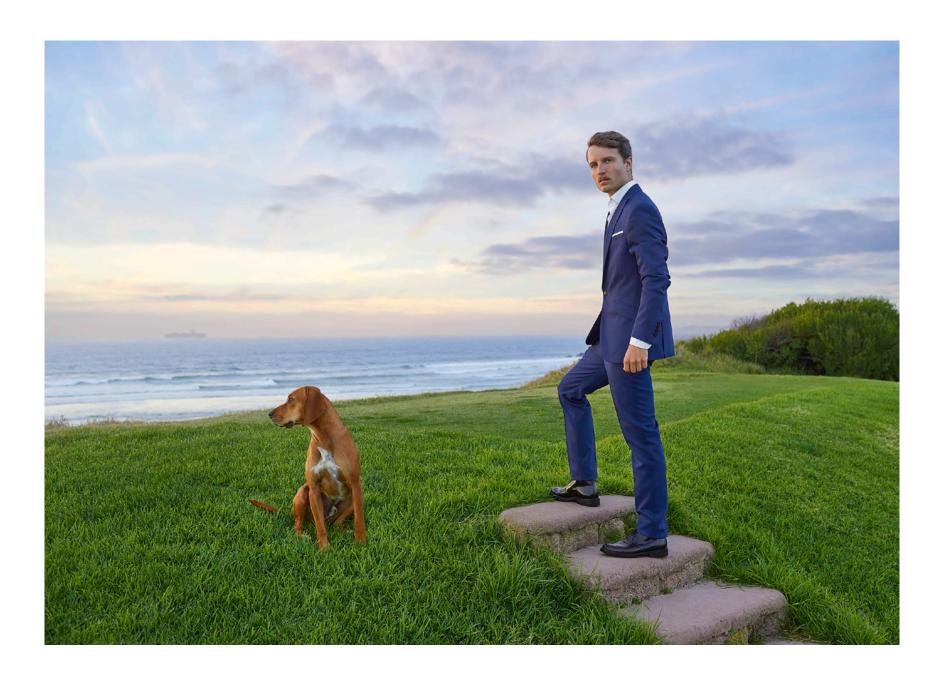
Artists follow the zeitgeist on Instagram. Their concepts and critical interventions change along with the social developments they reflect upon. Under the programmatic title "success is just a smile away," German conceptual artist Andy Kassier tells the story of a self-made man driven by money and success. In this long-term performance on Instagram, Kassier's character always shows up where the sun is shining and it is raining money. His hair is perfectly coiffed, a smile is attached to his face, and his shoes and cars are gleaming. He is never at a loss for a motivational quote that is supposed to help you achieve happiness and success. "Taking risks and succeeding make you a winning player. Never forget that you could have become a tree instead of a human being. So be happy every second of your life. Just be yourself." Kassier's character is the personification of the false promise that money, power, and a carefree life are within reach for everyone. He combines critique with a sympathetic attitude towards a generation that always aims farther and higher, wants to get there ever faster, and chooses #nevernotworking as its mantra even though its jobs often remain somewhat intangible.



NAKED SNOW, 2014
INKJET PRINT ON ALU-DIBOND, 150 X 200 CM, GOLDEN FRAME



WORKOUT, 2018
PRINT ON FABRIC, 300 X 200 CM, WHITE LIGHTBOX



STAIRWAY, 2018
INKJET PRINT ON ALU-DIBOND, 126 x 180 CM, GOLDEN FRAME



AFRICA HIGH (TENNIS), 2015
INKJET PRINT ON ALU-DIBOND, 126 X 180 CM, GOLDEN FRAME



MALIBU, 2017
INKJET PRINT ON ALU-DIBOND, 126 X 180 CM, GOLDEN FRAME



WHITE HORSE, 2017
INKJET PRINT ON ALU-DIBOND, 126 X 180 CM, GOLDEN FRAME



STALKER, 2017
INKJET PRINT ON ALU-DIBOND, 80 X 120 CM, BLACK FRAME



CRYSTAL ROCKS, 2015
INKJET PRINT ON ALU-DIBOND, 80 X 120 CM, BLACK FRAME



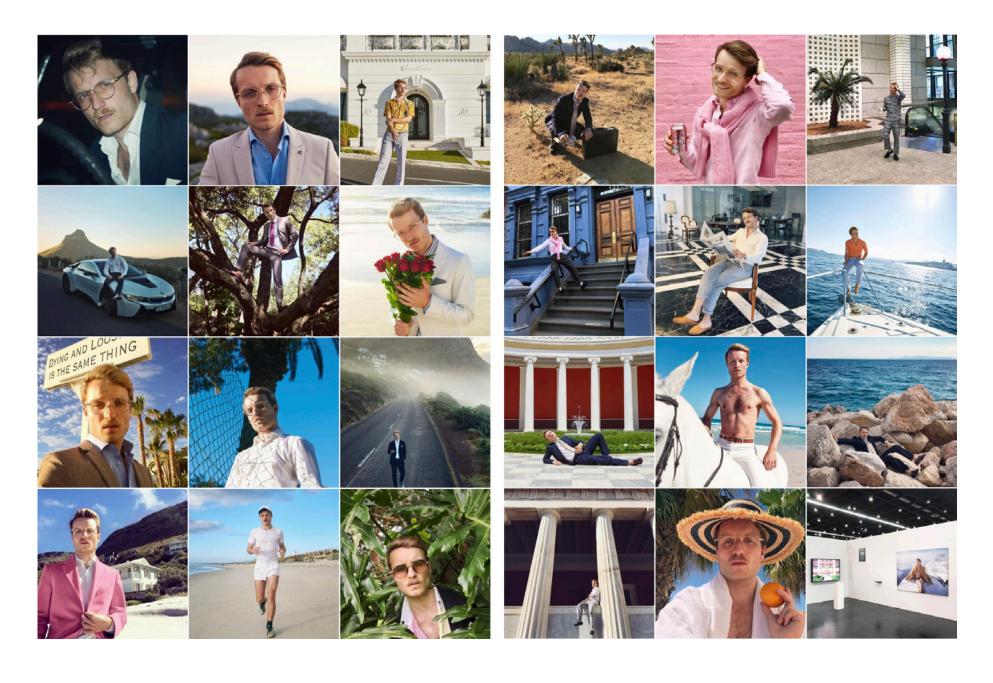
MR. GETTY, 2016
INKJET PRINT ON ALU-DIBOND, 80 X 120 CM, WHITE FRAME



THE SECRET MY SUCCESS, 2015
ENGRAVED MARBLE, GOLD, 32 X 20 X 4 CM



THE SCIENCE OF HAPPINESS, 2015 ENGRAVED MARBLE, GOLD, 121 X 140 X 2 CM



SUCCESS IS JUST A SMILE AWAY, 2013 - ONGOING INSTAGRAM PERFORMANCE





andykassier * Following Table Mountain Top Cape Town



andykassier 😻 When you are on highspeed even when you stand still

#luxury #cars #bmwi8 #boss #sundowner #lovemyjob #innerpeace #meditate #speed #happy #fun #sportscar #needforspeed

189w



dieseldazzle I guess you didn't get that white horse...fine with me.



189w Reply



andykassier 🧔 @dieseldazzle that's mv white horse











423 likes

FEBRUARY 19, 2017

Add a comment...

BMW 18, 2017 **INSTAGRAM PERFORMANCE**



WHITE WINE, 2016
INSTAGRAM PERFORMANCE



MISTY CLIFFS, 2017
INSTAGRAM PERFORMANCE





andykassier • Following
Babylonstoren



andykassier Taking risks and succeeding makes you a winning player.

Never forget that you could have become a tree instead of a human, so be happy in every second of your life. Just be yourself.

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#winner #goals #motivation #business #suit #fashion #coaching #millionaire #ceo #success #hustle #lovemyjob #nature #human #player #risk #youwilldie #happiness #happy #sun #fun #forest

190w









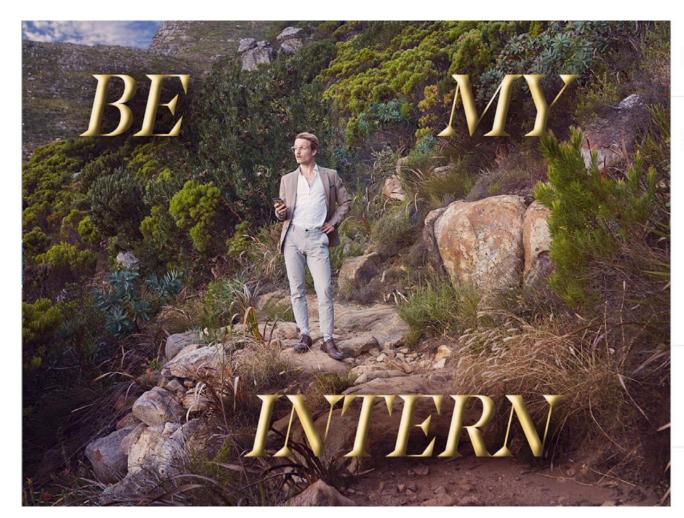
292 likes

FEBRUARY 16, 2017

Add a comment...

Post

RISK MANAGEMENT, 2017
INSTAGRAM PERFORMANCE





andykassier 😻 • Following

...



andykassier You can be my next #intern

and #assistant

Apply now for a paid internship in my studio and remote
Must be willing to #travel.

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#internship #boss #entrepreneur





480 likes

APRIL 5, 2017

Add a comment...





andykassier • Following
The Dolder Grand

•••



andykassier Dear friends, please enjoy your Easter holiday and spend time with the things you love most, cause so do I.

Success and Happiness is always influenced by your mindset. Positive thoughts will lead to positive and happy actions.

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#rich #success #hotel #happyeaster #staircase #influencer #suit #mindset #happiness #lucky #handsome #concept #artist #thegoodlife #ilovemyjob #photography #andykassier









627 likes

APRIL 15, 2017

Add a comment...

Post

THE DOLDER GRAND, 2017
INSTAGRAM PERFORMANCE





andykassier 🐡 • Following





andykassier OMy competitors buried me under tons of stones. I just stand up, shake off the dust and go on. They call me the Grinder, cause even stones ain't hard enough for me. .

#me #grinder #challenge #selfawareness #development #business #solutions #stopcomplaining #coach #stonegrave #suit #beach #smashing #competitor #unbelievable #hustle #unstopable #mindset #alwayssmile #familytime

176w



lillizylka grandios bist du











642 likes

MAY 25, 2017

Add a comment...





andykassier • Following
Santa Monica, California

•••



andykassier Thanks a lot for all the birthday wishes!

You are the best friends in the universe and I am so blessed with your support!

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#happybirthdaytome #thankyou #blessed #support #friends #family #goals #happiness #motivation #mindset #relax #celebration #hydration #lacroix #rose #pink #happy #rich #success #andykassier

152w









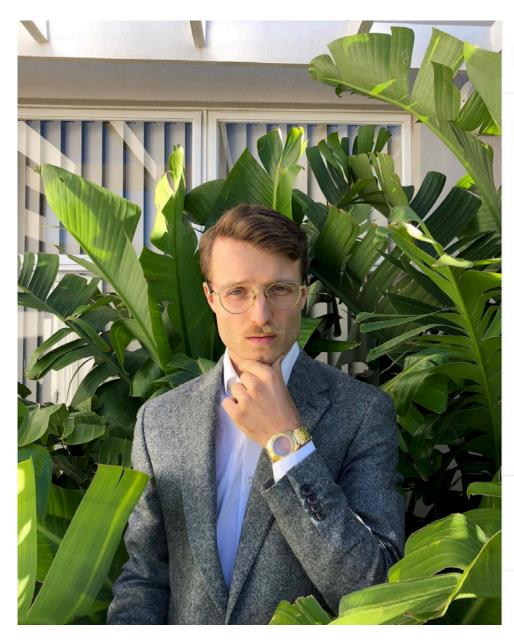


1,807 likes

NOVEMBER 7, 2017

Add a comment...

ROSÉ, 2017
INSTAGRAM PERFORMANCE





andykassier • Following Cape Town, Western Cape

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P

andykassier You won't get stressed, if you decide what time it is.
Patience will win, but you just have one life.

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#time #mindset #stress #worklife #balance #palms #office #sun #lifetime #onelife #motivation #mentor #coach #ceo #success #goals #stress #selfawareness #leader #advice #rolex

133w





iacanhwalfaanaahlart Liaha









787 likes

MARCH 21, 2018

Add a comment...

Post

TIME MANAGEMENT, 2018
INSTAGRAM PERFORMANCE





andykassier • Following
The Village Of Estoi, Portugal

•••



andykassier I discovered that it's productive to work in your holiday house as well.

So I name it workcation The sun and fresh fruits always give a lot of energy. I am so blessed that i have all this opportunities. .

•

#blessed #workcation #influencer #ilovemyjob #artdirection #sun #palmtrees #hustle #holiday #remoteoffice #bathrobe #orange #productivity #opportunity #happiness #malemodel #handsomeboy #energy #pumped #meditation

179w





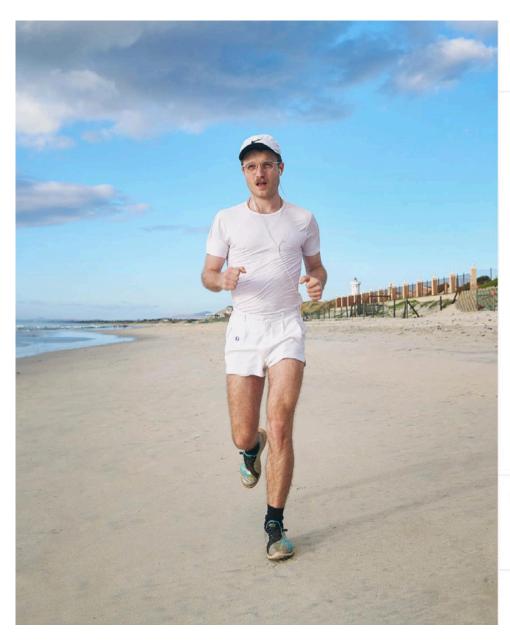


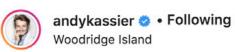


753 likes

MAY 7, 2017

Add a comment...





•••



andykassier #selfawareness is the
#key

#be #aware of your #health and #stay #fit because #you will get #older as well

You can't stop the #time but you can #work with it .

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#active #sports #jogging #fitness #healthy #living #awareness #body #beach #sun #fun #palms #white #shirt #saatchiselfie

193w



vote_trump_out_nov_3 This needs
to be a painting











581 likes

JANUARY 28, 2017

Add a comment...







andykassier You need to cool down from the heat.

But still focus on your goals. Never not working.

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#vacation #work #worklife #hustle #beachday #fun #trading #goals #holidays #mallorca #workcation #selfie #mindset #awareness #freedom #swim #macbook #motivation #ambition #selfawareness #yolo

114w











2,213 likes

JULY 31, 2018

Add a comment...

Post

MACBOOK WATER, 2018
INSTAGRAM PERFORMANCE





andykassier • Following
Camps Bay, Western Cape, South Africa

•••



andykassier A lion sleeps in the heart of every successful man.
So let the dogs bark, cause the lion is still the king.

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#lion #lioncub #success #leader #king #motivation #win #jungle #brave #fight #dominate #selfawareness #desire #purpose #meditation #lawofattraction #inspiration #awakening #advice #focus

135w











1,181 likes

MARCH 4, 2018

Add a comment...

Post

LITTLE LION, 2018
INSTAGRAM PERFORMANCE





andykassier . Following
Acropolis of Athens

•••



andykassier They say you are what you eat, but I don't remember eating a fucking legend. .

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#legend #leader #success #mentor #domination #business #motivation #visualization #lawofattraction #selfawareness #advice #hustle #achieve #goals #mindfulness #money #learning #legacy #nevergiveup #unstoppable #guru

120w











963 likes

JUNE 17, 2018

Add a comment...

Post

LEGEND, 2018
INSTAGRAM PERFORMANCE





andykassier • Following
Financial District

•••



andykassier • Who is this successful man?

Change the way you look at things and the things you look at will change. Be willing to contemplate yourself. Who do you want to be?

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#lifelessons #selfawareness
#lawofattraction #mirror #selfie
#onelife #success #reflect
#contemplation #ambition #motivation
#goals #future #path #awareness
#mindset #freedom #change #advice
#whoareyou #mothersday #yolo

125w









808 likes

MAY 13, 2018

Add a comment...

Post

CONTEMPLATION, 2018
INSTAGRAM PERFORMANCE





andykassier • Following
Clifton, Western Cape, South Africa





andykassier of If you love someone let them go,

If you hate someone let them go, Basically let everyone go, except yourself.

Love yourself, so you can really love yourself.

Happy Valentine's Day!

#valentinesday #valentine #romance #love #truelove #yourself #selflove #awareness #beautiful #happy #you #selfie #smile #flowers #beach #paradise #perfect #life #wealth #sun #sologamy #letgo

86w











1,396 likes

FEBRUARY 14, 2019

Add a comment...





andykassier • Following Manhattan, New York

•••

7

andykassier • I had a dream.
I was in a field.
Life was easy.
They named me Holden.
I said: stop being phony.

Give me the time. .

•

.

#dream #field #rye #comingofage #against #adulthoodsucks #adult #timeofmylife #fun #play #game #phony #no #responsibility #deadlines #selfawareness #reflection

81w









754 likes

MARCH 17, 2019

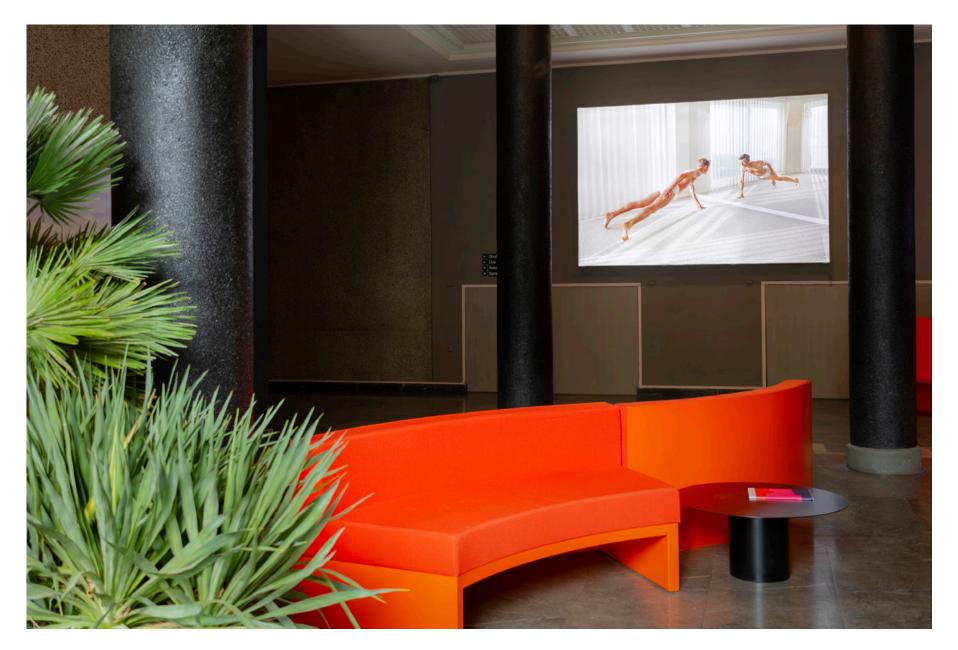
Add a comment...

Post

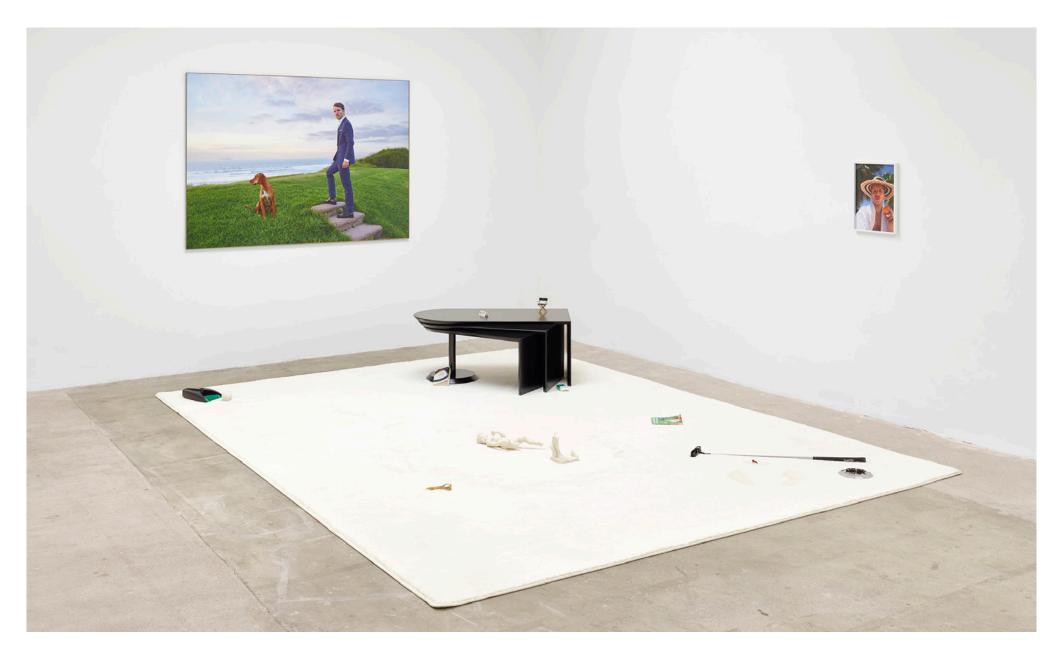
MACBOOK WATER, 2018
INSTAGRAM PERFORMANCE



DON'T ALLOW YOUR HABITUAL BEHAVIOR TO DICTATE WHO YOU TRULY ARE, 2019 SCHAULUST, PHOTOFORUM PASQUART, BIEL MIXED MEDIA INSTALLATION, VARIABLE



WORKOUT, 2018
TANGERINE DREAMS, FUNKHAUS, BERLIN
MIXED MEDIA INSTALLATION, VARIABLE



STAIRWAYS (TIME), 2018
STRING FIGURES, LINN LÜHN, DÜSSELDORF
MIXED MEDIA INSTALLATION, VARIABLE



FIND ME UNDER THE PALMS, 2018

GELDRAUSCH, TUFA, TRIER

MIXED MEDIA INSTALLATION, VARIABLE



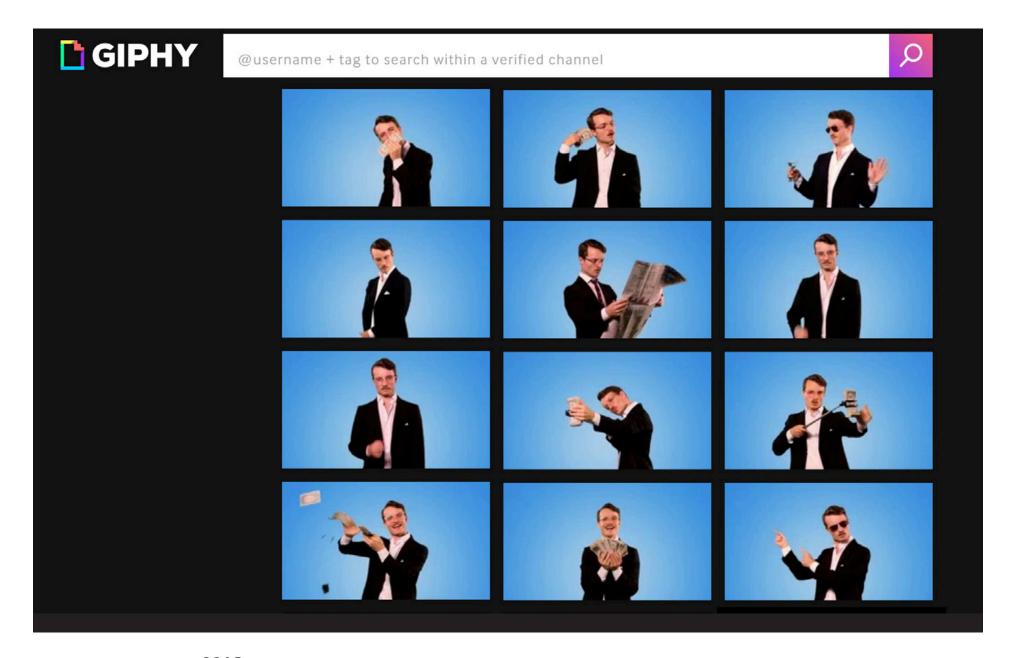
WHAT CAN I DO BETTER?, 2018
ON THE INTERNET, NOBODY KNOWS YOU ARE AN PERFORMANCE ARTIST, NRW-FORUM, DUSSELDORF
15-MINUTE COACHING PERFORMANCE IN CORVETTE C3



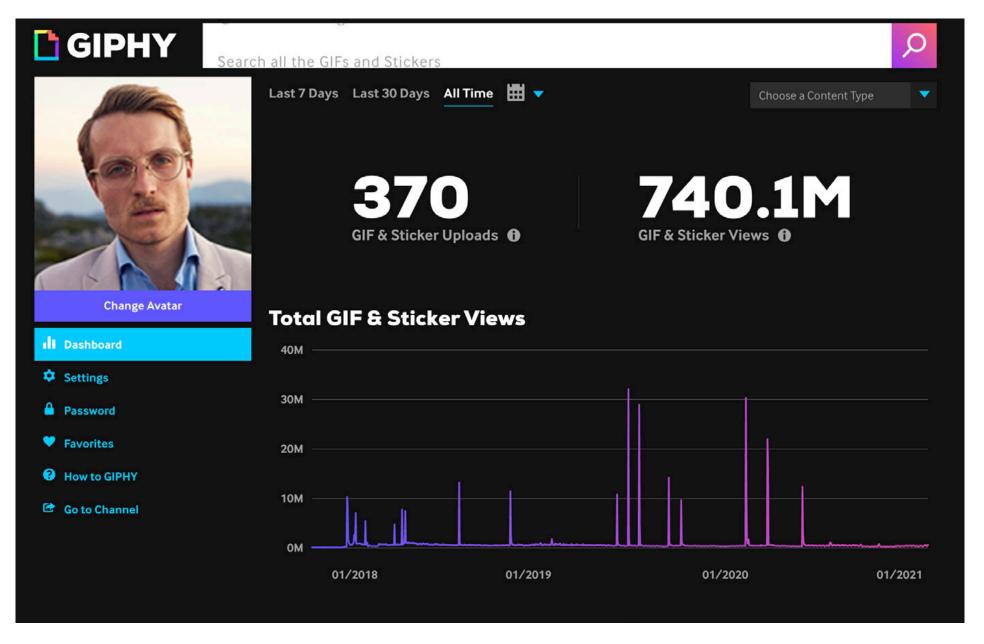
WHAT CAN I DO BETTER?, 2018
ON THE INTERNET, NOBODY KNOWS YOU ARE AN PERFORMANCE ARTIST, NRW-FORUM, DUSSELDORF
15-MINUTE COACHING PERFORMANCE IN CORVETTE C3



WHAT CAN I DO BETTER?, 2018
ON THE INTERNET, NOBODY KNOWS YOU ARE AN PERFORMANCE ARTIST, NRW-FORUM, DUSSELDORF
15-MINUTE COACHING PERFORMANCE IN CORVETTE C3

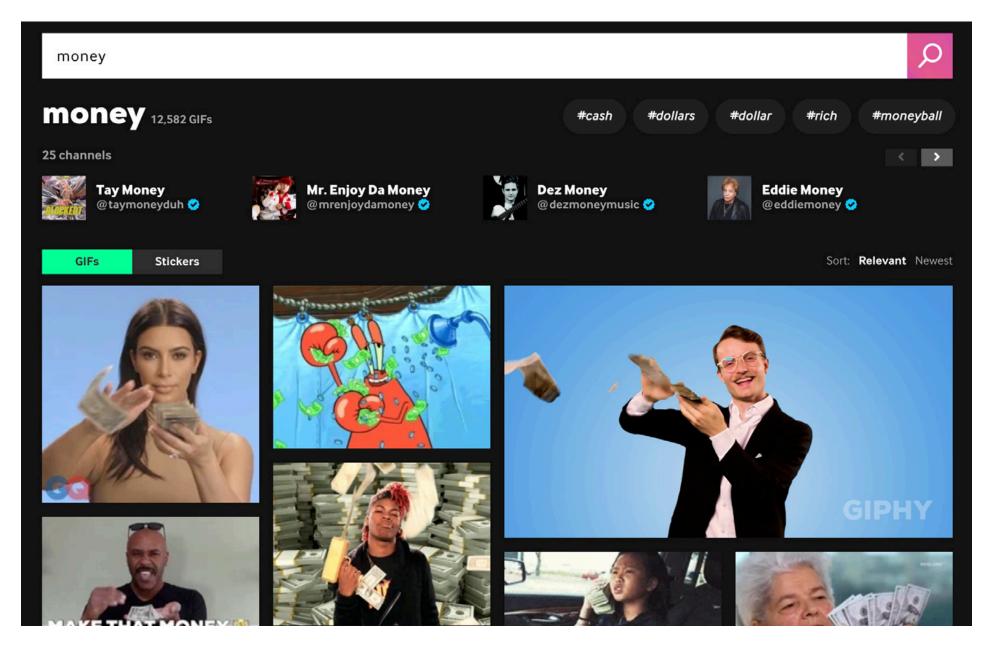


HE IS EVERYWHERE, 2018
GIFS + STICKER, AVAILABLE ON SOCIAL MEDIA PLATFORMS (E.G. INSTRAGAM, TWITTER, TINDER)



HE IS EVERYWHERE, 2018

GIFS + STICKER, AVAILABLE ON SOCIAL MEDIA PLATFORMS (E.G. INSTRAGAM, TWITTER, TINDER)

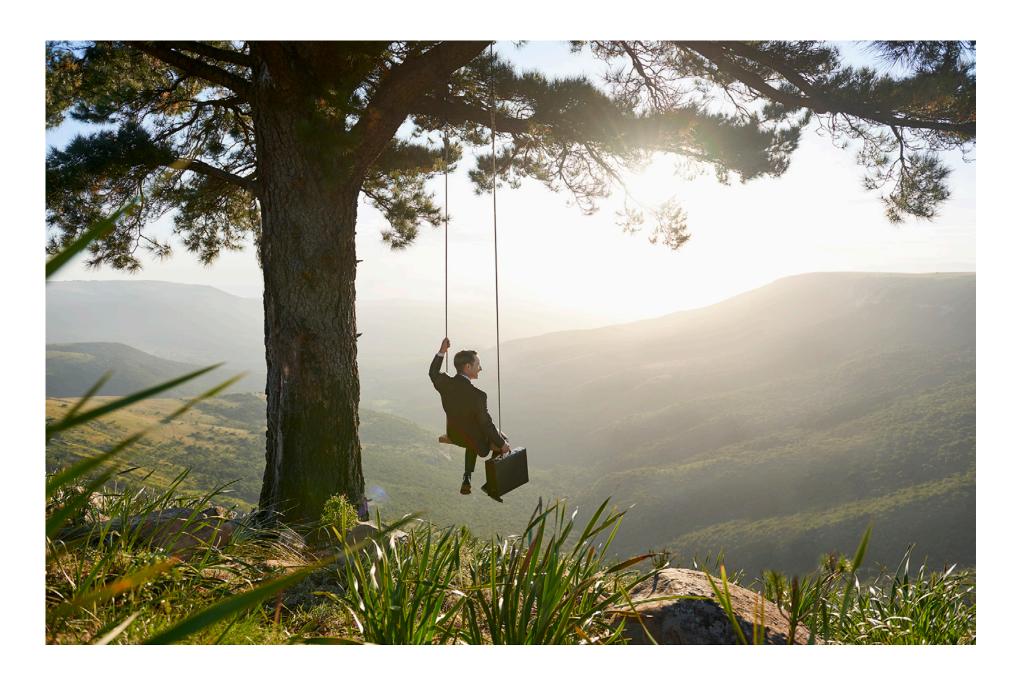


HE IS EVERYWHERE, 2018

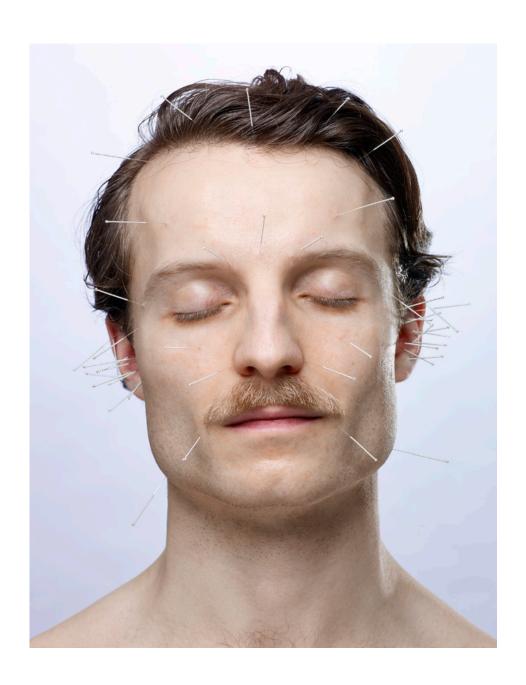
GIFS + STICKER, AVAILABLE ON SOCIAL MEDIA PLATFORMS (E.G. INSTRAGAM, TWITTER, TINDER)

TIME TO REFLECT

However, in the process the successful business man Andy Kassier overworked himself. In spring 2019, a burnout drove him into the sea and he disappeared for half a year. Now he—and his character—are practicing self-love and self-care. He no longer lives on the fast lane. Still high above the ground, of course, he now sits on a swing in the midst of nature. "A stable job is a sign of weakness," he once claimed. Today, he is on a path of self-discovery through yoga and meditation. With the help of alternative healing methods, he hopes to recalibrate his work-life balance. He takes time off to pause and think about things. His mirror reminds him: "time to reflect." Kassier lives in the here and now. Art allows him to maintain a mental equilibrium.



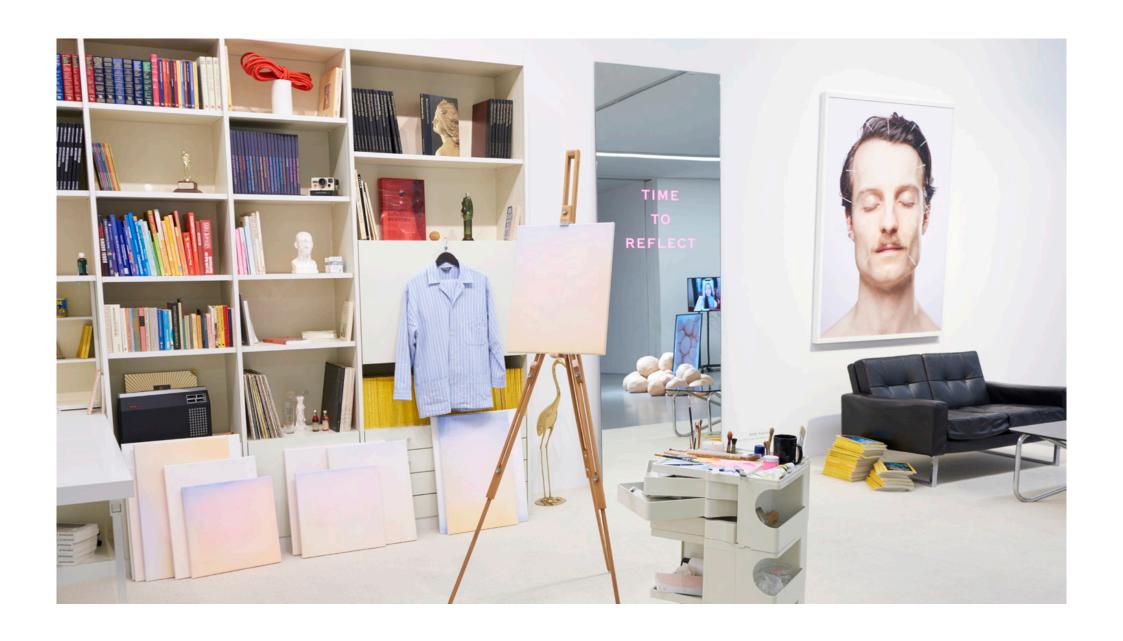
JUST SWINGING, 2019
INKJET PRINT ON ALU-DIBOND, 80 X 120 CM



ACUPUNCTURE, 2019
INKJET PRINT ON ALU-DIBOND, 120 X 160 CM



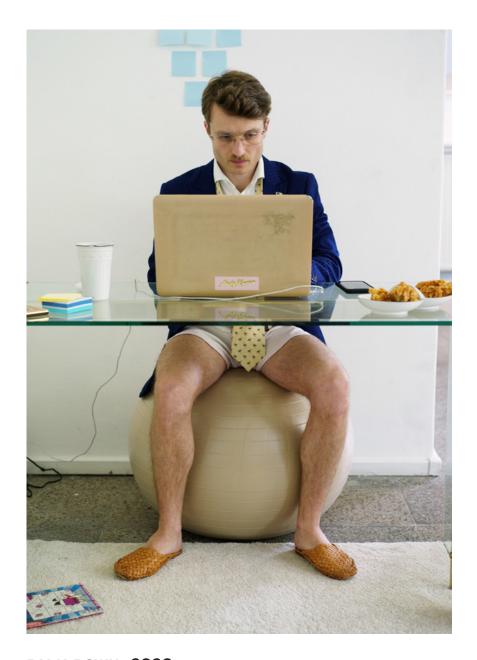
IF YOU DONT LOVE YOURSELF, WHO WILL?, 2019
LINK IN BIO, MUSEUM DER BILDENDEN KÜNSTE, LEIPZIG
MIXED MEDIA ROOM INSTALLATION, 8M X 3M, PAINTING PERFORMANCE FOR THE OPENING ON DECEMBER 16TH 2019



IF YOU DONT LOVE YOURSELF, WHO WILL?, 2019
LINK IN BIO, MUSEUM DER BILDENDEN KÜNSTE, LEIPZIG
MIXED MEDIA ROOM INSTALLATION, 8M X 3M



PALM DOWN, 2020
HANZ.STUDIO, BERLIN
MIXED MEDIA INSTALLATION, VARIABLE, 5 DAY PAINTING + HOME OFFICE PERFORMANCE ON GALLERY WEEKEND 2020



PALM DOWN, 2020
HANZ.STUDIO, BERLIN
MIXED MEDIA INSTALLATION, VARIABLE, 5 DAY PAINTING + HOME OFFICE PERFORMANCE ON GALLERY WEEKEND 2020



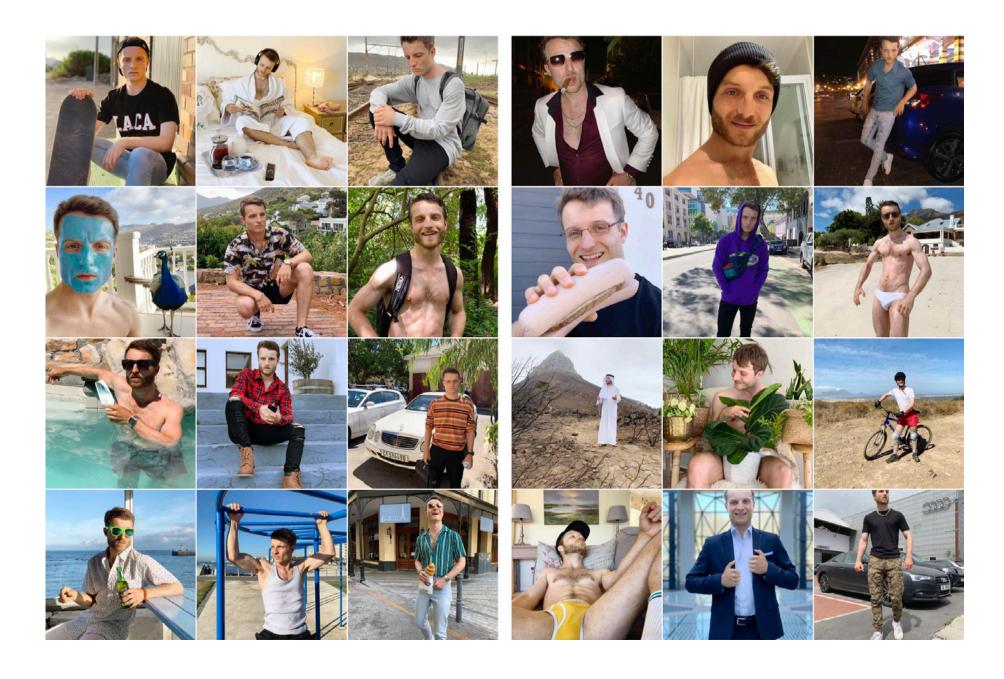
PALM DOWN, 2020
ACRYLIC AND PIGMENT ON CANVAS, 40 x 50 CM

HOW TO TAKE A SELFIE

Andy Kassier reflects on how male individuals represent themselves in the digital age. Do men today want to be seen as strong, soft, successful or emotional? Are muscles necessary for a man to be perceived as male? Which outfit gives a man social approval?

Media and advertising today are in search of the new man, while at the same time toxic masculinity is discussed as a problematic and outdated concept: men want to be strong, they show no weakness. Men should be tough, they show no feelings.

"How to Take a Selfie" is a collection of re-staged status updates from Facebook and Instagram. Andy Kassier presents a variety of male images as he found them online. Young men test gender roles in social media. Sometimes they flex their muscles to create a strong physical presence. Sometimes they stand in nature with a challenging look to present themselves as adventurers. The demonstration of strength, power and potency shape the image of men in the age of self-optimization.



HOW TO TAKE A SELFIE, 2019
INSTAGRAM





andykassier • Following Café de Flore

andykassier ♥ With love from Paris ♥
Croissant essentials when in Paris for
sure ♥ - - My new series "How to Take a Selfie"

My new series "How to Take a Selfie" starts today.

83w



andykassier #andykassier
#howtotakeaselfie •
#instablogger #fashioninspo
#outfitoftheday
#fashionblogger_de #dailyinspo
#berlinstreetstyle #streetstyle
#bloggerstyle #fashioninspiration
#ootd #fashionista #blogger #style
#themanity #fashionblogger
#maleblogger #fashion #berlin
#ootdmen #menwithstyle
#fashionblog #mensstyle #dapper









799 likes

MARCH 25, 2019

Add a comment...





andykassier • Following Beverly Hills, California

•••



andykassier Looking beautiful isn't just about what you apply on your face. It's the little things you do that matter. A combination of a good diet, exercise, healthy habits, discipline, fun etc. is what my beauty routine consists of. Also, I have no bad habits; I don't drink or smoke. All these contribute to me being fit and looking good. I always say that kindness is the greatest beauty that you can have.

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#andykassier #howtotakeaselfie

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#true #beauty #love #selflove









2,018 likes

APRIL 21, 2019

Add a comment...





andykassier • Following Babylonstoren Wine Estate

•••



andykassier I was raised as an upper-class WASP in New England, and there was this old tradition there that everyone would simply be guided into the right way after Ivy League college and onward and upward. And it rejected me, I rejected it, and I ended up as a kind of refugee, really.

But: Laws are like cobwebs, which may catch small flies, but let wasps and hornets break through.

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#andykassier #howtotakeaselfie

twoen therward they teembridge





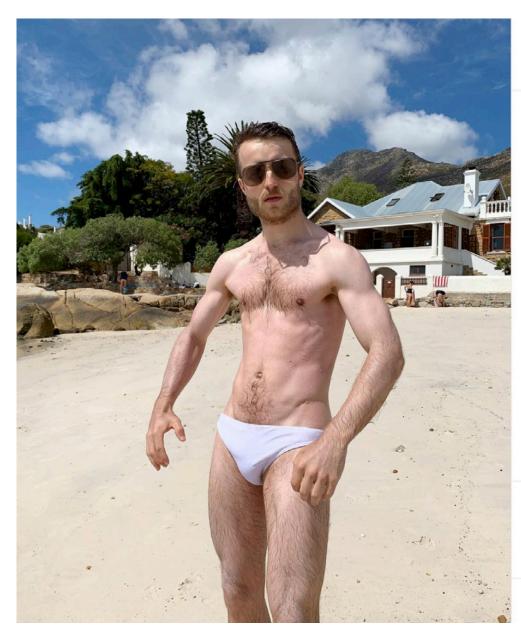




484 likes

SEPTEMBER 10, 2019

Add a comment...





andykassier • Following Hilton Al Hamra Beach & Golf Resort



andykassier Keep your friends close, and your sea anemones closer Tan time Leo

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#andykassier #howtotakeaselfie

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#love #beach #friends #holiday #happy #relaxing #muscle #beards #scruff #fitness #guy #lifestyle #enjoylife #tanning #sea #fun #morningmotivation #hairyguys #handsomeman #swimming #swimsuit #jungleboys

75w







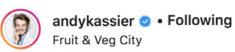


631 likes

MAY 20, 2019

Add a comment...





7

andykassier O Love is the fruit in season at all times.

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#andykassier #howtotakeaselfie

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#photography #male #model #actor #fit #fashion #fruit #fruitporn #healthyfood #fitness #pineapple #paradise #yolo #vitamins #fruitlove #natural #wild #adventure #hollistic #organic #peace #love #harmony

70w









708 likes

JUNE 19, 2019

Add a comment...





andykassier 📀 • Following Miami, Florida

..



andykassier Life moves on and so should we... You can spend minutes, hours, days, weeks, or even months over analyzing a situation, trying to put the pieces together, justifying what could've, would've happened... or you can just leave the pieces on the floor and move on!

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#andykassier #howtotakeaselfie

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#saturday #saltbae #life #fuckyeah #gangster #lawofattraction

#eniritualawakaning #vibac









518 likes

JUNE 8, 2019

Add a comment...





andykassier • Following
Hell's Kitchen

• • •



andykassier ♥ I love our growing family! ♥
Don't forget to water your houseplants

♥

Tof'

Tof

Whats your favourite?

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#andykassier #howtotakeaselfie

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#boyswithplants #plantdaddy
#plantnerd #houseplants
#plantsmakepeoplehappy #nature
#plantselfie #plantbased
#plantsofinstagram #indoorplants
#urbanjungle #iamaplanthoarder
#monsteramenday #groopbayee







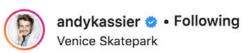


849 likes

MAY 15, 2019

Add a comment...







andykassier SKATE LOVE **



What takes you away from committing to something?

For most people, it's fear. Whether it be starting a business or doing a skate tricks. It's fear that holds them back. They think "oh the economy might crash and I'll lose my money" or "I could roll my ankle or sprain my wrist kickflipping off of this".

Thoughts like that are what kill success and I'm not blameless for this. I always get scared of committing to things like you saw at the beginning of this post. I was afraid to run a business because I thought I couldn't handle it and I

thought I would fail









654 likes

APRIL 30, 2019

Add a comment...





andykassier • Following Yosemite National Park

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andykassier I would love to be in the woods every day. A
It gives me so much joy.

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#andykassier #howtotakeaselfie

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#fashion #style #swag #cute #instagood #handsome #cool #guy #boy #man #model #jeans #sexy #lumberjack #millennials #woods #forest #nature #happiness

(

81w









612 likes

APRIL 6, 2019

Add a comment...





andykassier • Following
Brass Bell Kalk Bay

•••



andykassier Looking towards the horizon, haughty, nordic, spiritual, one with nature, slender, unattainable, in balance with the cosmos, graceful, green eyes, light hair, mysterious but subtle, covered by the light of the sun, blessed.

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#Andykassier #howtotakeaselfie

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#summer #beach #ocean #surf #californiadreaming #boy #male #nature #holidays #sexy #sea #weed #sun #beachbody #surfing #blondehair #justfun #smile #harbor

93w









A Liked by argument.gmbh and 526 others

APRIL 1, 2019

Add a comment...





andykassier 🐡 • Following

Do it Now! Fitness Club

•••



andykassier Daugh with many, Don't trust any.



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#andykassier #howtotakeaselfie

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#mondaymotivation #trust #adidas
#tracksuit #fitness #trainhard
#eatclean #grow #focus #dedication
#strength #ripped #swole #muscle
#shredded #squat #bigbench #cardio
#sweat #grind #goals #male
#maculinity #health #godofhormones

76w









533 likes

JULY 29, 2019

Add a comment...





andykassier 😻 • Following

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andykassier Embraces always exaggerate their principle ... Improve your business with Neighborhood Ads.

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#andykassier #howtotakeaselfie

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#baku #azerbaijan #casual #business #man #male #motivation #computer #water #stayhydrated #performance #goals #internet #ads #mercedes #office #familyfirst

92w



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APRIL 3, 2019

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andykassier You can't resist the aroma, the moment you enter.

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#food #happytime #fun #fleischwurst #meatsausage #bread #hungry #foodgasm #40 #carpediem #ilikeitreal #constructionworker #guys #boyswillbeboys #realmeat #beef #snacktime #masculinity #festive #foodporn #dessert

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