

# WE'RE SORRY

## PRESS RELEASE

Appeal Hearing: *Samherji v. Friðriksson*

High Court of Justice, London | 18-20 June 2025

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### **FOR IMMEDIATE RELEASE**

The appeal in the case *Samherji v. Friðriksson* will be heard in the High Court of Justice in London from **18 to 20 June 2025**. The application for permission to appeal—and the appeal itself, if granted—is listed within this three-day window, with a time estimate of one day. **The hearing is open to the public.**

### **Case Overview**

The hearing will be a *rolled-up appeal*, meaning the court will first consider whether to grant permission to appeal the summary judgment issued against me, Odee Friðriksson, and, if so, will proceed to hear the full appeal immediately afterward.

This appeal challenges the court's **November 2024 decision** that my artwork *We're Sorry*—a conceptual performance piece that spotlighted Samherji's role in Namibia—constituted passing off, malicious falsehood, and copyright infringement. Samherji has dropped their previous claims of trademark infringement.

### **Background: The Fishrot Files**

The Fishrot Files, exposed by a whistleblower in 2019, revealed how Samherji paid millions in bribes to Namibian officials in exchange for fishing quota rights—precisely the corruption my artwork sought to highlight. Although the court ruled in Samherji's favour on these claims, I contend that the judgment imposes disproportionate restrictions on artistic and political expression.

## **The Stakes for Artistic Expression**

I maintain that *We're Sorry* is protected artistic expression—satirical protest in the public interest. The appeal addresses the right to parody and critique corporate power, and whether an artwork that exposes institutional harm can be silenced by the very entity it holds accountable.

Whatever the outcome, *We're Sorry* continues to raise necessary questions: about free expression, about power, and about the limits of public discourse when confronted by corporate litigation and its impact on society as a whole.

**This case will determine whether those who expose corporate abuse—especially in defense of communities like those in Namibia who bear its costs—can be silenced through legal action by the very actors they critique.**

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## **Background Materials**

This press release is accompanied by a detailed introduction document titled "We're Sorry: An Artwork Sparking Global Discussion on Corporate Responsibility and Artistic Freedom." The document provides comprehensive background on the original artwork, its inspiration from the Fishrot Files scandal, the extensive international media coverage it has received, and the broader implications for artistic freedom and public discourse.

## **Updates and Information**

For the latest updates on the case, follow @odeeart on Instagram. More updates will follow after the hearing.

## **For further information:**

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