'Popping up' questions the nature versus nurture debate, the moving image piece is a self-depiction and metaphor for human repression throughout history and today. In this instance it is a celebration and tribute to artists and people who have made it through the system in the UK and elsewhere around the world against all odds. The cerebral and emotive self-portrait shows the struggle of talented people who lack social mobility throughout history and to this day.

James has conversed with a physician about how creatives and thinkers from humble origins when given the opportunity of education, can make it through the system when their societal group has been repressed for centuries. Questioning that talent not being reserved for the privileged and powerful can 'pop up' when those repressed for generations are given the prospect of education can excel. The biology of the mind, life experiences and natural talent coming together for humans despite their environment and disadvantaged position in life. Inclusive of those who have been repressed in the UK class system, but also woman, cultures and people with disabilities. Having the right chemistry and correct moment in time can nudge ancestry into a completely new direction.

Societies unspoken rules and family cultural belief systems have a great impact here. By considering life itself/mother nature's hand and the struggle of survival of the fittest/the best minds being at the top of society distorted by cultural trends or which family you are born into. James is looking out for a new, fair meritocratic society in which people are sought for, identified as having talent in a particular field and can project on society positively. Taken from all positions within society, he says it should not be a threat to the powers that be, but an enhancement to life itself.

Being a British artist of working-class origin, James has found interest in painter, JMW Turner, who 'popped up' from humble beginnings and mixed with the aristocracy of that period. Artists throughout history have a habit of doing this. The fight within them, along with determination to pursue their artistic ideas has always been of interest to James. For example, the inventor of Jazz, schizophrenic African-American, Buddy Bolden had it all - schizophrenia, the correct brain chemistry and born in the ideal location, New Orleans, Louisiana, with all its musical influences.

The artwork is about having the precise chemistry within a person, given an opportunity of education people can excel and 'pop up' when their ancestry has been repressed for centuries. This suggests given the correct environment and brain structure (schizophrenic brains have neurochemical differences to a normal brain). When against all odds the opportunity of education and the combination of all these factors can result in the appearance of artists and academics.