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Statement

The Staging of Spontaneity

I begin every work on the computer. It is by this mediated process that I have the ability to make. As my hand extends to the mouse, my gestures become minute in scale, controlled by the operating system and persuaded by the available options that exist within each software program. Although this sounds restrictive, I find that this allows me to create without the feeling of creating. The heaviness of intention does not weigh on the process and subsequently my subjectivity becomes dictated by an external source. By this I hope to bring into question, "the notion of subjectivity" especially in its relationship to the arts and also as it relates to so-called "sub-cultures" that exist *within* our late Capitalist society.

Most recently I have been exploring ideas of spontaneity and expression as it relates to the individual, or more poignantly; the consumer, and also how "spontaneity" has become employed as a strategy in many corporate, retail and advertising agencies. (This ideology can be tied to Foster's "Expressive Fallacy, Barthes "Death of the Author" and Guy Debord's "Society of the Spectacle".) In regards to Late Capitalism, it seems that the real question is not based upon resistance, but more accurately, on the foundation of one's own placement within the super-structure. "The Revolution will be televised", is a perfect example of this idea, completely disannulling any idea for a revolution.

By using simple line tools in Adobe Illustrator and icons from PowerPoint I attempt to question the validity of the unique gesture. And when such companies use stars or talk bubbles to display more important items do those actions then become less significant with each use?

This is not a declaration, just an invested inquiry.