

Consume to Forget

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Through my artwork, I have tried to portray how consumerism and materialism have been imposed on society. This has happened through the use of persuasive advertising and peoples' constant need to have the next new thing. So many people are caught up in buying every new product that they often forget to sit back and think about what is really important in their lives. I created a series of works in order to represent how people go through life being manipulated, starting with the collages of consumer items and working through to the face being 'barricaded' by the products.

The way I have used barcode lines throughout my major piece emphasizes how I think in some ways consumerism and materialism can act as a barrier to people. Society often focuses so much on what they want in the form of products and things that they don't pay any attention to what they already have that is more important, things that you can't buy such as friends and family. My incorporation of realism with an otherwise abstract print painting inspired by my collages helps draw the eye towards important aspects of the piece, while also connecting the painting more directly back to the collages. The way I have incorporated the realistic eye draws the viewer in as they immediately recognize it, which I have done to represent the way in which advertisers use familiar things to draw consumers in and make them buy the product.

Julie Mehretu's abstract paintings full of lines and colour inspired me to create a piece that was also abstract and colourful. While Mehretu's artworks are more refined in that the lines are sharp and clean, I still feel my painting reflects her art in that I have tried to create something that was inspired by my collages in a fun and colourful way. Similarly, I have tried to channel the feeling of movement Mehretu creates in her piece both through my use of colour and the 'barcode' lines that are drawn throughout the piece.