



Artist Statement & Resolved Support Statement

We get so caught up in wondering how negative our consumeristic lifestyles are on the planet, that we forget to see the negative impacts consumerism has on our self-identity and value.

My body of work explores the societal obsession with consuming; by dissecting my relationship with consumerism, a small-scale model of society is represented, focusing on identity and value. The artwork depicts my old clothes being repurposed into a cloak that smothers the wearer, connecting my childhood to the present where the contrast between time amplifies the fact that obsessive consumerism is stealing my identity and smothering me in mundane, ordinary clothing. *“Tap out”* aims to illuminate for its audience the tragic yet preventable cycle of overconsumption, and the devastating impacts personal ties with it are causing, prompting reflection on personal relationships with discretionary expenditure and potentially cutting loose the idea of “I need, I need, I need.”

Tap Out, 2024, investigates the intricate relationships between consumerism, personal identity and materialistic culture, seen through the creation of a cloak, fashioned from old clothes and store-bought clothing tags.

Drawing from my personal experiences with materialism and the impacts it has had on my own life I find it imperative that the damaging effects of overconsumption be brought to light and recognized by the wider community. Through my old garments, the art took on a variety of colors and textures, most of all focusing on shape as the heavy cloak drowns the wearer similar to consumerism drowning our authentic selves. The memories of my childhood live on in the artwork and contrast in the reflection of a consumer-driven world. The artwork became a tangible reflection of my journey while I navigated my way through my materialistic mindset and resurrected my identity and value in the aftermath. The contrast between the simplicity of nature and excessive industrialized consumerism is visually represented through the juxtaposing backgrounds of my home. The comparison highlights the drive towards excessive consumption fostered by industrialized institutes.

My small-scale, revamped, ideology of consumerism aims to be a symbolic garment, provoking audiences to reconsider their need to purchase unnecessary items just because ‘they look cool,’ urging them to see the bigger picture. Through subtle yet significant symbolism, my work challenges viewers to contemplate the significance of their material purchases and determine the difference it has on their self-worth.

I aimed to highlight overconsumption, focusing on human relationships with it by including personal and cultural context. Hiromi Tango was a key mentor artist, having had great influence in how I created my cloak and staged it in photographs to express certain emotions and ideas.

