

Artist's Statement

In one sense, these #grams are a stay against laziness. In another, they are an exorcism of the intellectual and emotional labor that my profession—content manager for a large digital marketing firm—demands of me. In yet another, they are Nietzschean Flamin' Hot Cheetos: the cheapest, most caloric, and most disposable form of *ewige Wiederkehr* I can allow myself.

The constraints guiding this work are so simple as to be nearly brainless, by which I mean only that those conditions aim to elevate procedural memory to the status of consciousness. Each Monday through Friday (excepting holidays), I take one stock image and pair it with one instance of established discourse. “Stock image” is interpreted broadly; Western art canons definitely qualify, at least in my imagination. Meanwhile, the discourses sampled span a range of disciplines, occupations, ideologies, geographies, epochs, and subcultures.

The pairings themselves are as improvisational as possible. The intent is to eschew apparent image–text juxtaposition as much as possible. Lastly, while the images are appropriated and the language is quoted, the writing is personal. That is, even though these pseudo-macros are displayed primarily via Instagram, they barely acknowledge the camera. Rather, they are holographic manifestations; they issue from my hand. The final products may be digital, but a major component of the copying constituent of their making is analog, old-fashioned, clerical.

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