

-Protoype 1-

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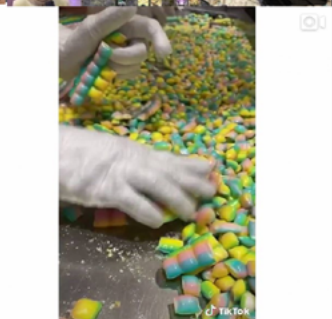
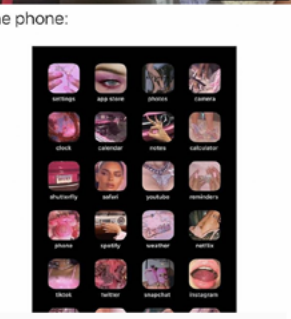
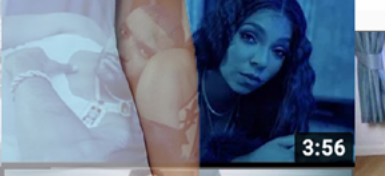
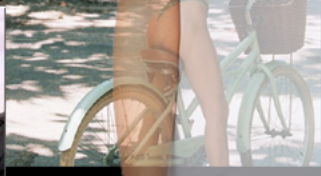
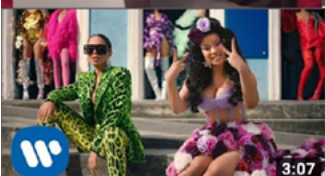
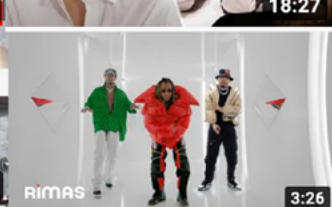
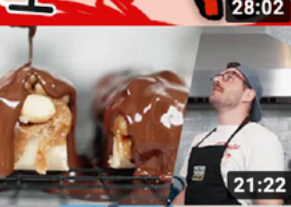
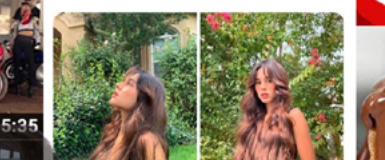
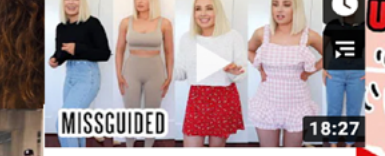
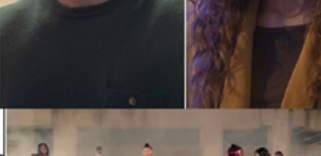
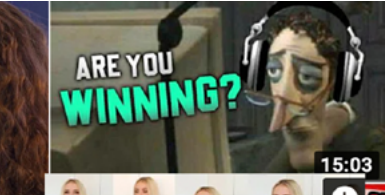
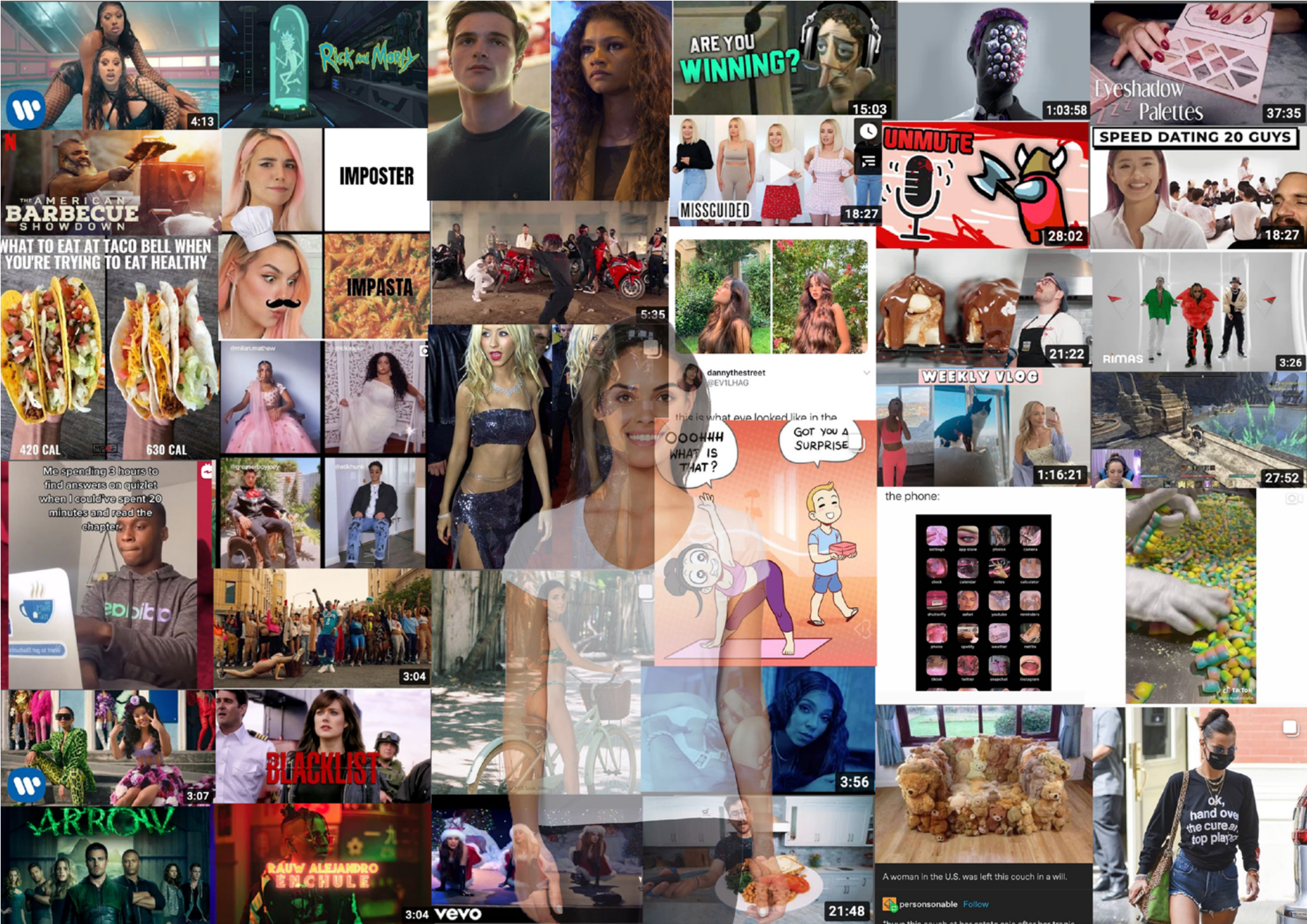
## -Revisited Concept Statement-

I want to explore the challenge of self-identity as a consumer in a world where we can know everything, express anything, and are always left wanting more. Through a combination of visuals (internet content), sculptures, and sound, I plan to immerse the audience in an overwhelming experience that reflects the inner conflicts I live with today. The goal of my project is to create an environment with the specific goal of critiquing mass visual consumption but also reflecting its effect on identity formation.

I find it important because I believe a lot of us, especially the younger generations, live with versatile personalities and conflicting identity facets due to growing up in a digital age that is so hyper-saturated with information. It seems that everyday, our virtual consumption is normalized and rooting itself exponentially in who we are. And from experience, sensorial stimulation and being immersed in alternate realities is a great mental and emotional trigger for analysis and reasoning.

## -Variation 1-

In this first variation, I intend to project on all four walls of a room a mass of visual content from instagram (food, clothes, bloggers etc) trends to youtube videos, music videos, series and tiktoks. This imagery wouldn't be random as it would be what my algorithms have catered for me as they record and study my every online move. It would be very interesting for the audience to compare what I have on my trending and explore pages with what they have; this evokes our identity. I will also play with the sound of these videos and to create an overall overwhelming experience that mirrors that same feeling when we look at the mass media landscape of today. Additionally, I always find interesting the effect of projecting imagery on an audience. They become part of it, and that is a great way to visualize our part and our identity in all of this.



## -Variation 2-

In this variation, I want to screenshot all of that same media and internet content and print them individually on analog paper. I then want to fill the room with mountains of these screenshots, using the number of pictures as a way to visualize and concretize the overwhelming amount of visual media we consume. This imagery wouldn't be random as it would be what my algorithms have catered for me as they record and study my every online move. It would be very interesting for the audience to compare what I have on my trending and explore pages with what they have; this evokes our identity. I was also counting on doing a sound montage of these same videos to immerse the audience. It would be interactive in the way that the audience can pick up and play with the photos, even take them home, mirroring our part in this phenomena.

PROTOTYPE → ANALOG VERSION

