

STUDENT NUMBER: 2103430

MODULE: CHANGEMAKERS: BUILDING YOUR PERSONAL BRAND FOR SUSTAINABLE EMPLOYMENT

CODE: ADAA5001

LECTURERS: PAUL DUERINCKX & HOLLY SLINGSBY

WORD COUNT: 801

Exhibition Evaluation



The hidden identity concept is something that is always occurring in today's culture, especially when it comes to social media, thus that is what I would like my work to be centred on. Social media never really lets us see a person's life as it actually is, and this tendency to hide or cover up one's genuine self may occasionally be seen in daily interactions with other people. I believe that if I am successful in developing a book with this subject, it will have a significant influence because many people will be able to relate to what I am seeking to illustrate about how we conceal our true selves on social media and how we do this daily. The original ideas that I had to represent this theme were to take photos of people and attempt to cover their faces in different ways but after speaking with the lecturers I decided that I did not want to take this approach as this was a common way to represent this topic and I wanted to do something that was not expected when you think of this theme as I didn't want to exhibit work

and have the viewer not really look at my work because it is something that they might have seen before.

Cut Pieces, a performance piece by Yoko Ono, was the artist whose work most strongly influenced my work for the exhibition. Ono wore a suit and sat by herself on a stage for this piece. The audience was instructed to use the pair of scissors placed in front of her to cut off a small portion of her suit, which was theirs to keep. Until she decides to end the performance, Ono remains expressionless and still throughout (MoMA Learning, 2023). Ono's performance piece, in which the audience participated in ruining her suit, served as my inspiration for the exhibition, which represents identity and how individuals see themselves. I wanted to include this idea into the creation of the exhibition's photographs. To make the images I used, I asked my friends to give me photos of themselves that they disliked, which I then had all printed out and then had them destroy them. Since I would not react the same way as they would when the images were of themselves and their thoughts or insecurities about themselves, I made the decision to let them destroy the images themselves rather than doing it for them.

It took me a while to decide how to present my work because I was not sure what to do with them. The framing of the images was one thing I was certain I did not want to do because it is customary for exhibitions, and I felt it did not complement my work because it is about defying social expectations. Initially, I had planned to show only three of the ten photographs; however, I later changed my mind because each photograph had its own unique qualities and the processes used to create the marks had significant meaning for each person. As a result, I decided that I wanted to show all ten photographs. After determining that I wanted to include each image in the exhibition, I had to determine how to best display them. I ultimately opted to create a collage out of them and pin it to a cork board. I discovered that when I tried to arrange them all together, I ended up covering a lot of the marks and tears; thus, by dividing them into groups of five, it allowed me to reveal more. I made this decision

when creating the collage. I do not like how evident it is that it is four boards attached together, therefore if I had to make this piece again, I would attempt to find one large piece of cork board rather than having to use four boards and link them together. In order to show how differently people, respond to the demands placed on them by various societal standards, if I had the chance to recreate this exhibition, I would ask more people of different ages and backgrounds to destroy photographs of themselves. I believe that doing this would make my work more intriguing to viewers because not everyone comes from the same background or place, and to demonstrate this in my photographs would also make it more inclusive.

Statement

Social media never really lets us see a person's life as it actually is, and this tendency to hide or cover up one's genuine self may occasionally be seen in daily interactions with other people. It comes down to how quickly our culture changes, what we consider to be the "perfect appearance," and how we must conduct ourselves in order to adhere to the fashions and aesthetic standards due to the fear of being judged.

Reference List

MoMA Learning (2023) *Cut Piece*, *MoMA Learning*. Available at:

https://www.moma.org/learn/moma_learning/yoko-ono-cut-piece-1964/ (Accessed: April 26, 2023).