

# **American Idle**

**proposal by Jermaine Bell**

# Curator's Statement

Americans love to shop. It is ingrained into our culture from childhood. From the day we are born we are divided into our consumer demographic. Girls get pink. Boys get blue. We even have Disney themed birthday parties as children. Can we somehow shatter the imaginary restraints of the demographic that we have been involuntarily placed into? Can we as Americans say that we have a culture that exists beyond the parking lots that frame our beloved strip malls?

What truly connects Americans is the dreaded fear of having to enter our local shopping malls anywhere between late October through late December to bear the fruits of our love for our family and friends on Christmas day. Only to return to that same mall's department store every second weekend in May to buy an overpriced card, a gift, and flowers for our mothers so that they will know that we love and care for them. Our holidays like Easter and the mythical Easter Bunny that we deify during it is not real yet we place great emphasis on them. Our connections to one another are irrelevant and we are only seeking approval and acceptance through our purchases.

If Americans were hard pressed to describe American culture it would be impossible to do it without name dropping a major retailer. It is because of our allegiance to free markets that our culture is manipulated by advertising agencies to represent what we are and what we value. And we are no longer questioning it.

With American Idle I hope that I can help everyone, myself included, inquire how much of our identity is shaped by life experiences rather than false expectations set up by advertising campaigns. Even though our states are united we probably cannot share many experiences outside of the consumption that we willingly participate in. Essentially, I hope that everyone who sees American Idle leaves questioning how important objects are over the relationships in their lives.

# Susanna Raab



# Susanna Raab



# Christina Marsh



# Sebastian Martorana



Sharon's Sorbet Coconut  
Dile to Ice Cream  
sharon's, sorbet container, spoon



# Sebastian Martorana

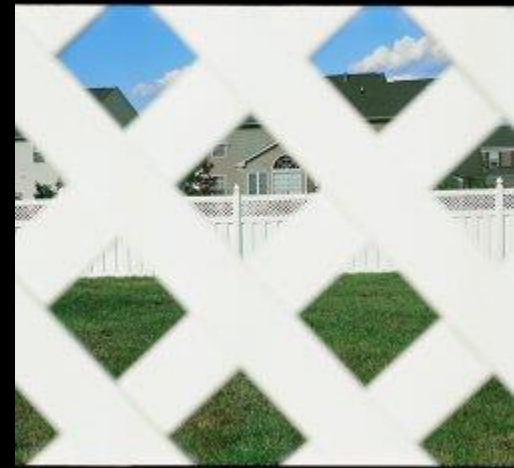


# Sofia Silva





# Sofia Silva



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