

Artist Statement

For this piece, my goal was to parody the minimalistic advertising style seen in many luxury, high-end products nowadays. Unlike ads of the past, which often had a more maximalist, flashy aesthetic to them, many companies in the 21st century have gone in the opposite direction, showing off their products as sleek, clean and futuristic, and creating the image of an ideal minimalist lifestyle. In my opinion, this idea of minimalist luxury is somewhat pretentious and classist, as in our society, one cannot truly live a lifestyle like the ones shown in the ads without ample wealth and financial stability. Thus, I wanted to make fun of the ads that promote this lifestyle, by making one that sells something stupid and useless, rather than a high-end, luxury item such as a Rolls-Royce or a new iPhone.

In order to accomplish this, I first did research into minimalism as an art form and its main characteristics. I also looked at many different companies' minimalist-styled ads, especially tech companies such as Apple, Samsung and Google. From there, my only major hurdle was to figure out what stupid, pointless item I wanted to sell. My original idea was the ever-popular "Worm on a String", which embodies the kind of surreal, pointless humor that is extremely popular with teenagers and young adults, and exactly the kind of humor I was going for. I looked through other products to sell, but eventually settled on the Worm. From there, it was only a matter of setting up my Illustrator project, finding a clean, sans serif font, and getting the balance of positive and negative space just right, to create a convincing, albeit stupid, minimalist ad.