

Project 2 Overview: Amazon Surrealism

For many years now I have been very concerned about the environment and global warming. I think it is our responsibility as humans to prioritize the earth and take care of it. I have also for years now been concerned with the growing wealth gap in America. These two topics are related in that rich people serve themselves and generally do not care about the environment. I believe that companies like Amazon are accelerating the rate at which Global warming is going. I also feel very strongly about Amazon workers rights. For a long time, there have been rumors of bad conditions and halting the unionization of workers, which is illegal. This topic is extremely important for many reasons right now. First, the topic of unions in America is always heated. The fact that Amazon is very obviously stopping unions is illegal and the government is not stepping in because Amazon is so wealthy. Another aspect of my topic is that Amazon has a huge overwhelming presence on the internet, it cannot be escaped because they have a monopoly on most products and companies.

I choose this topic because workers are the backbone of America. Without them, we would not function as a country. They are so important and yet they do not receive adequate compensation or healthcare from companies. It's a very relevant topic right now because Amazon is being used more than ever with the COVID-19 pandemic. With the demand for more stuff, comes the demand for more workers and they must be taken care of. It also just makes sense that workers should be paid more because it will stimulate the economy. The only public person fighting for workers' rights is Bernie Sanders, and even he is having trouble because such big forces are behind Amazon.

In the project, you travel through an Amazon themed internet landscape that slowly becomes more sinister. As the rooms go on they become more abstract and at the end you find Bezos on a throne. It is a very simple game where you are an Amazon worker and you have to make it to the end of the game without touching Bezos's head. If you run into one of the heads you automatically restart the game. There are also random Bernie heads in some rooms. If you catch one of those then you will be taken to the worker's manifesto and list of demands. Some music plays, to try and lighten the mood a little, it is not the most serious music, but more something that can play as you travel from room to room.

The aesthetic for this project took influence from surrealist landscapes. I wanted to make something that was an almost satirical look at Amazon's influence on the internet and poke fun at the absurdness of some of it. It turned into a more glitch aesthetic, with very pixelated graphics and deep-fried photos. I like how it turned out and I tried to be consistent with using some of the same photos and color pallet for the landscape aspect

of it. I wanted the audience to feel like they were going deeper and deeper into the backside of Amazon.com where they find Bezos in some sort of Amazon hell, only to find out he is no longer the CEO. The main avatar is a pixelated version of the Amazon logo that moves in a circle. I made the logo into a cog to show that amazon treats its workers like they are disposable pieces of machinery. The Bezos and Benire NPCs are made from Photoshop and are meant to show their personalities. Bernie has a flashing halo and Bezos has multiple faces that rotate. The aesthetic pushes the fact that Amazon has done so much and expects so much out of its workers and yet will not give them adequate care. To me, this little world I created is a representation of what it feels like to work at Amazon, stressful and you are surrounded by the presence of Bezos, making sure you are still working.