

Paid
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January 28 - February 11
Nicholas Strobelt
Tier Lists

Opening Reception: Saturday, January 28 at 4:00PM
Open hour: Sunday afternoons from 1:30-2:30PM
Email to make an appointment outside of these times.

It's not a big deal to dislike an actor. There are many actors and we're allowed to like and dislike them. One's feelings about particular actors might determine what movies they do or do not watch. It's one part of the audience-experience whole that contributes to one's taste in movies. Taste in this case can be described as consistency or patterns in consumption. In all other consumptive activities where options exist, the same rule applies. Across other markets, saturation of options permits us to pick and choose what represents our interests the most. Coke versus Pepsi and so on. We recognize that everyone else around us is doing this too, and we can organize ourselves socially around the overlapping selections.

Sometime last year I learned from Nick that he doesn't like Tom Hanks. He actually really dislikes him. Since then, I have thought about Hanks more. What do I think about Tom Hanks? And where does my position on him situate me within a greater context of my peers? Obviously this is a very famous actor. When I think about Hanks, I think about The Most Normal Guy in Hollywood. I think vanilla. When I think about vanilla I think about limited choices. Once the product of an option achieves the acceptance of enough people, it becomes vanilla-ized. A baseline for flavor, on top of which more interesting and distinct flavors may stack. When there aren't enough options, more options appear. When there are too many options, the desire for simplification reduces how many options there are.

-Sean Lockwood

Nicholas Strobelt was born in 1992 in Hamburg, Germany. He grew up in eastern Washington and graduated from the University of Washington in 2014. He currently lives and works in Seattle where he co-runs Paid with Sean Lockwood.