



## 1 Conclusion

The key proposition of Consumerist Critique Through Assemblage is that all these artists produce works that question the nature of our consumerist society. They do this through the collection and arrangement of mass produced materials and objects.

For example Shilpa Gupta and Subodh Gupta are both influenced by terrorism that is happening in India, which is currently where they are living. The world in which Shilpa Gupta and Subodh Gupta operate influence their work. This can be seen in Shilpa Gupta's work *Singing Cloud*. The main idea of this work is to explore the unconscious mind, and the fears and prejudices that we have. Many of the terrorist attacks happening in India are because of certain prejudices that people have towards others, whether they know they have them or not. Gupta chose to explore this idea so that she could express the feelings that she had towards the attacks while also taking a diplomatic approach so that people do not feel targeted. In Subodh Gupta's work it is easier to see the influence of the terrorist attacks. This is because the work is in the shape of a mushroom cloud, which is associated with death and destruction. Gupta chose this shape to open the viewer's eyes up to the possible use of nuclear weapons in these terrorist attacks as they become more heated. Gupta is especially influenced by the attacks happening on the India - Pakistan border which is on the verge of using these weapons.

Yuk King Tan and Tara Donovan also relate to each other, as they both want to elevate the status of everyday objects that people would normally never give a second thought about. Donovan does this by creating a somewhat infinite cloud attached to the ceiling made up of Styrofoam cups. This combined with the light behind the sculpture creates an illusion that the cloud is moving across the ceiling, which makes people stop to look at and wonder how she managed to create such an affect. In this way she transforms the status of the everyday Styrofoam cup. Tan however collects everyday objects from markets in Hong Kong, China and New Zealand. This is a different approach in materials to Donovan who chooses her materials before she knows what she wants to do with them. Tan is trying to get people to see the beauty in these mass-produced objects that people generally have little worth for. She succeeds in doing so by arranging them on the floor in a snowflake pattern. This is so that each time a person moves around the sculpture they have something else that catches their eyes, whether it is the colours of the wax, objects or the different shapes that the objects have. Tom Friedman has a similar layout in his sculpture *Hot Balls*. He has arranged the stolen balls on the floor in a pattern that could be classed as a snowflake. The bigger balls are on the inside and are more spaced closely together, but as your eye continues outwards you see that the smaller balls are spread apart more which creates the snowflake pattern. This is important, as they are both sculptures based on the ground so it links the two of them together when people view it in the gallery. So each of these artists elevate the objects of the everyday to whether celebrate, question or critique their role within different societies.

Tara Donovan and Shilpa Gupta both question the affect that our consumerist ways are impacting on the environment. Although their sculptures are structurally different they share this very important idea. Shilpa Gupta's *Singing Cloud* is made up of microphones, which are produced in India and then exported around the world. Gupta has arranged them to form a dense, dark cloud, which represents the looming affects that our pollution is having on the environment. You expect to see dark clouds before it is going to rain however the unnatural blackness of the microphones makes your mind wonder why the cloud is so dark. Donovan's *Untitled* (Styrofoam cups) takes a different approach to this. From dark clouds to light they are made from equally mass produced if not less valuable commodities Tara Donovan's installation is made up of white Styrofoam cups that gives off the obvious appearance of clouds. The light behind the work shifts as you move around the room the edges of the cloud always seem to be in darkness. This is to show that pollution and the waste from these sort of everyday objects is slowing becoming more dominant in the landscape. There is not always going to be a silver lining, as some people believe. With the mass-produced objects they create these organic forms, which in these cases are clouds. They both are showing how our consumerist society is having a larger affect on the environment than we believe. Our waste of these products are slowing becoming our surrounding landscape instead of the fluffy white clouds we are so used to seeing. Through repetition they question the consumerist behavior by using as much of the materials as possible at once. This is to shock the viewer by showing just how much we rely on them and the large amounts of these mass-produced materials we use. Usually if you use these objects in everyday life you do not think about how many other people use it too. These artists are trying to get you to think about our consumerist society and the affects that people are having certain aspects of society such as the environment.