



Artist's Statement

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As both a new media artist and a designer, I am coming from a somewhat postmodern point of view—art and design should be enjoyed by all. I contend that a significant amount of contemporary art is too serious and the same amount of graphic design too playful. Further yet, I acknowledge the growing gap between high culture and low culture in contemporary art (Barney, Hirst, etc.), and the blending of them in design (Target, Motorola, etc.).

I am confidently in the camp that both design and art do not have to cater to either high or low culture. My work seeks to maintain an aesthetic value while keeping strong subtextual values so that something exists for everyone. In terms of aesthetics, there are rules as to what looks good and what looks bad, just as there are fads (which I try to avoid generally). I am a firm believer in adhering to concepts such as grid systems and traditional media, but even more so in controlled innovation. As for subtext, I make sure not to hide anything from the viewer. If a concept cannot be at least partially grasped by a layman, then it should be more clear.

After all, design's purpose is to communicate an idea to the viewer—I feel art should be the same way. I can respect contemporary art that hides its meaning from the viewer, but will always feel as though it's designed to be exclusive. If it wasn't clear before, I am constantly in a balancing act of art vs. design; high culture vs. low culture. If it still isn't, then I am still doing something wrong.