

VORFREUDE; Substitutes for Personal Fulfillment

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ABSTRACT

While consumption has its appeal through the presentation of comfort and a worry-free existence, its actual effect is quite the opposite, resulting in an endless course of desire and discontentment. *Vorfreude* is a German word meant to convey the intense, anticipative joy that comes from imagining future pleasures. The work in the exhibition *VORFREUDE* highlights the absurdity behind empty promises of fulfillment communicated through appearances and marketing. We often equate what is salable and coveted with stability and a delusion of certainty is created through material possessions. The three-dimensional paintings that make up this exhibition create a heavily branded staging of a domestic space. Color and pattern are repeated to the point of overstimulation and fatigue; mimicking the effect that marketing has on our choices and creating a space that is an assault to the senses as much as consumerism is to our pocketbooks. The language and market of contemporary art and design is shown through material usage and serves as a metaphor for the artificial, consumer-driven world. Using canvas and wood to construct all of the objects, the resulting forms are fragile and for display only. This showcases how superficial gains act as a short-lived, futile substitute for personal fulfillment. The irony is that I am an artist using art objects as a way to show the frivolousness of

material goods. This contradiction is meant to show my own conflicting values and actions; desiring the very thing that I know can never give me any true, lasting contentment.