

RESEARCH STATEMENT: Julie Bartholomew

TITLE: I am Louis Vuitton, I am Manolo, I am CoCo

YEAR: 2003

Research Background

My research explores the possibility of creating sculpture that:

- Challenges worn-out notions of bodies as biological entities. I encourage new perceptions of bodies as no longer subordinate to identity. Instead the malleable postmodern body is integral to the construction of self and consequently, subjectivity is experienced as an interconnected relationship.
- Acknowledges the importance of body/selves as locus and visual indicator to social and cultural change.
- Represents narratives that are inscribed onto bodies within the context of global consumerism.

Research Contribution

My practice traverses the boundaries of art and sociology. Whilst my methodology involved a number of informal interviews, my approach to accessing and analysing information about the global advertising world and its citizens was primarily through its visual language.

Through fieldwork in media saturated urban environments, my research uncovered the predominance of Western global forces of commodification being the dominant ideology of female embodiment circulating throughout Asian urban centres such as Tokyo and Beijing.

Research Significance

My research has revealed that the forces of consumer capitalism are searching out new territories to colonise, beyond our cultural and urban spaces. Body/selves are increasingly sort-after targets for marketing campaigns that herald notions of individuality specifically disenfranchised youth culture that are searching for new ways to live and express autonomy through their bodies or outer selves.

I am Louis Vuitton, I am Manolo, I am CoCo were acknowledged as significant pieces when they were selected as winner of the International Gold Coast Ceramics Award, 2006.