

Ernest G. Welch School of Art and Design Gallery
Georgia State University

Consumer Goods?

an exhibition of works by Matt Sigmon

A requirement of the Master of Fine Arts degree of Georgia State University

March 9 - 13, 2009

Closing Reception: Friday March 13, 6 - 9 PM

"How may I help you?"

"I'd like to return this cinderblock. It's not quite what I'm looking for."

"It's a cinderblock, isn't it?"

"Well, it is and it isn't...if you understand what I mean."

"I'm afraid I don't."

Transcribed 12/27/2008 3:15 PM

When Jean Baudrillard asserted that "the banality of art had merged with the banality of the real world," he was highlighting the potential that today every object, without distinction, could be called art. Marcel Duchamp, with the advent of the readymade, helped to achieve this end. Because the aesthetics of the commonplace object can bear the same weight as the aesthetics of the high art object simply based on its contextual location, the art object's aesthetic form signifies nothing. As a result, the last bastion of art's purpose lies in the thoughts the object can elicit in the viewer.

Consumer Goods? is an exhibition exploring the dichotomy of consumer commodity and fine art object. All the objects in the exhibition are handcrafted copies of original, industrially manufactured commodities.

How does an art object attain its value? Does an object's worth stem from the uniqueness of artistic labor used to create it? Does its value simply come from the conceptualization that is possible when viewing an item as an art object within a particular location or context? Or does an object always retain the original idea of itself regardless of context? When does a cinderblock cease to exist as a mere building material?

In Paris, in the early days, there were 17 persons who understood the "readymade"--the very rare readymades by Marcel Duchamp. Nowadays there are 17 million who understand them, and that one day when all objects that exist are considered readymades, there will be no readymades at all. Then Originality will become the artistic Work, produced convulsively by the artist by hand.

-Salvador Dali

For more information go to www.mattsigmon.com

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Gallery Hours: Mon - Fri 10 am - 6 pm