

 Artist Statement

Adam Jacono's artwork examines advertising, consumerism and the relationship of American culture to mass media. His artistic practice makes use of alternative and traditional photographic processes to reference history, in combination with digital photography, video, performance and sculpture. Jacono's work is technically multidimensional and utilizes multiple modes of production, allowing concept to shape the end product. He invites the viewers to examine their own perceptions of culture, art and identity.

Jacono's artwork is largely influenced by the American culture that surrounds us, a culture which defines and often determines how we perceive ourselves. A recent mural piece entitled *Ideals/Reality* includes 1,200+ magazine pages, confronting the viewer with the effect of advertising in print media. Each magazine page is rolled to expose only snippets of information—disabling the viewer from recognizing the object being sold, therefore thwarting consumption. In another work entitled *Everyone Could Have Success If They're Willing To Learn The Secret*, Jacono comments on how society is class driven, cyclical, and connected by the exchange of currency and desire of objects.

Jacono's artwork is based in digital technology and uses alternative photographic processes of brown van dyke and cyanotype, screen printing and web-based media during the final stages of production. He frequently collaborates with other artists in web-based projects, such as *The Exquisite Corpse*. His work simultaneously critiques consumer culture while participating in it with screen prints on wallpaper, posters and t-shirts. Printing on consumable allows for a further level of engagement with participants, transforming his art into a commodity.