

Trend Culture

By Ryan Foote

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Introduction to trend culture

This essay will explore the culture and social climate that has gives rise to what I have seen is a new movement that I call Trend Culture. This cultural development is the next evolution of pop culture, within this document I will look at what is Trend Culture, and how it has and is going to have an effect on society. My research into visual literacy and contemporary popular culture has lead me to this point (not here).

In discuing trend culture I feel I need to clarify what I mean when I use the word trend and how this differs to fad, understanding the key difference between the two is important to this thesis, the dictionary definition of the word trend is a general tendency movement, or direction, the definition of fad is some thing that embraced veray enthusiastically for a short time , especially by many people thing can shift between trend and fad.

thing can only take on the definition of fad in a past context, meaning that what ever it is was short lived, where as trend denotes the new, change that a possible goes on to influence a movement or turn into a fad, I am less interested in the small semantics between trends and fads, and more of how the word is used to describes new changes, movements and possible paths leading into popular culture.

Trends culture has developed in a climate where overwhelming influxes and exchanges of information are taking place unabated day and night around the world. Constantly changing multi-media streams pervade our everyday lives where celebrities, fashion, events, world politicks, business, art, sport, scandals and gossip fill the newspapers, magazines, internet, TV, billboards, ads- every where we look.

Our global society is experiencing a rapidly changing environments and with more than half the world living in cities the notion of a global community is now a reality.

Now days people are bombarded with so much information that is constantly changing and developing that we have created a society that is always hunger for the new and next big thing, they want tomorrows popular culture today!

One of the main differences between pop culture and trend culture is pop culture mainly focuses on the mass produces and popular culture of the time, where as trend culture looks at the emergences of things that could move in to the popular culture realm and with an emphases on the couture that will eventually influences main stream culture. Difference between Trend culture and pop culture is the latter tends towards what is popularised and enforced by mass media, a kind of top-down style management system where the consumer is left only to passively keep consuming. Whereas today, with the rise of Internet platforms that blur the producer/consumer role divide (YouTube, Myspace etc) so much visual information is constantly being exchanged without older structured mass media systems or third party mediation a new culture has been created.

One of the other main elements to trend culture is the information influx effect.

The information influx effect is all about the layering of information in our information hungry society, how we create and proses large amounts of information on a daily level unlike ever before, whilst comprehending information overlayed by multiple systems and

contextual reading, This multi layering of information is so extensive that we are not talking about a simple linear system of layering, it is more of an x y z axis of information that can travel not only back and forth but also left, right and up, down the layers don't necessarily need to relate, similar to how we navigate WebPages, what I mean by this is there is not a sequential order in which we look at the WebPages we don't even need to look at all the content, we pick and choose what information we look at and what we want to take away.

Trend culture embraces the layering of connected and non connected content, with each layer informing independently allowing people depending on their knowledge, understanding and background, a different experiences, in the same way pop culture appeal to the masses, trend culture embraces multiple peoples tastes by offering something for everyone.

The rise of trend culture

Today we live in a world with more choices and information than ever before and not one thing can be attributed to the rise of trend culture, in the following I will look at some of the shifts and factors to this moment and how they have and will continue to change the world we live in.

I heard a brilliant example of how we process more information in our daily lives than ever before (take the simple task of food shopping, today we are presented with more products and choices in one supermarket than Christopher Columbus ever experienced) I don't know how true this is but when you think about the amounts of choices and options we have in life and the sheer amount of information available to us, And with the internet expanding exponentially daily, And in an era of laptops with wireless broadband, ipods with podcasts of lectures from the other sides of the world, digital cameras with hundreds of photos stored, and mobile phone with video calls, internet, emails, face book, google maps, live news feeds, all in our pockets or bags ready to use at the touch of a button, we are becoming obese with information and choices more than ever before.

One interesting development that has emerged out of the trend culture is Our Obsession and growth into a voyeuristic society this is exemplified through personal blogs, WebPages, web cams, and especially reality TV shows, and now YouTube. TV producers feed audiences from a pop culture loving generation, TV shows like Big Brother, Survivor, and numerous reality TV shows have been created where not only can we watch the stars of the show 24 hours a day either online or on TV, but also invite us to participate

by auditioning or simply voting on who stays or goes, audiences are presented with real people and real lives, giving people a sense of knowing or insight. this voyeuristic society we have created perpetually feeds itself, with producers pushing societies boundaries with more and more emotions, nudity and sexual references than last session or there rivals just to keep ratings, feeding viewers with what they think they want.

But with in this culture of information hungry society large amounts of People are becoming bored or should I say are bored with Big Brother style reality shows and have moved their interest to the neo really i.e. You Tube.

And with the emergences of user driven platforms on the internet like You tube it allows us to cut out most of the mediators between us and the product allowing us to search and choose what we like and want The internet has given rise to many influential elements to the trend culture movement but one of the more interesting ones is the development of prosumer, the prosumer blurs the line between producer/consumer role allowing them to be one and the same this is how user driven platforms like you tube operates. allows any one the chance to be world famous, we have finely reached a point in popular culture like never before, fulfilling Andy Warhol's famous saying about 15 minutes of fame making it more potent than ever before, his saying has changed from fiction to fact.

The trend culture climate has produced a generation of trendoids who are constantly looking for the latest and up-to-date information, taking in large amounts of information filtering it, adding to it and taking away what they want.

There are hundreds of website out there devoted to this very thing, trend hunters look for things that might be cool/ popular and could

enter main stream popular culture, one of the biggest trend hunting websites is "www.thecoolhunter.com "the cool hunter covers every thing from fashion, design, art to travel, and with a ever expanding globe community the cool hunter website asks anyone to submit a story, which opens up a much larger and up to date range of views than main stream media like magazines, news papers, books. With websites being continually updated daily, and access to Internet all most every where now new media are able to feed trendoids faster and in more depth than previously media platforms.

The growth and development the event

The renaissance and development of the event is the new frontier for me with in trend culture, the event is one of the most enriched environments where the information influx effect is cultivated, playing host to sight, smell, touch, taste, sound, overlaid into body language, fashion, food, drinks, music, interior design, language, location... creating a feast of for terendoids to take in.

And with a global culture growing we are seeing a renaissance to the event with in the music scene we have seen the gigs festivals and concerts sell out with in hours, this can't be attributed to one sole thing exorbitance of music from online shopping and pirating have played a huge part, now it is very easy for fans to have every album, video clip, and dvd with behind the scenes made by the artist, now people want to experience them first hand, in a time where there is more media and documentation than ever before where people's entire lives are paved through Facebook and online experiences the real and tangible seem to be fading and the social and globalisation are growing the event has had a renaissance with in the growth of trend culture.

(this needs to be expanded and explained better in relevant to all areas effected with in trend culture not only music)

My studio practice plays with notion of creating events/ interactive spaces as artwork allowing the viewer to engage in a number of ways, this artwork is manufactured in a brief period in time. In creating an event as artwork I have had to question how my artwork fits in the current art climate and what I want to achieve and most importantly Questioning notions of what is art? My current view is, The word "artwork"

is imposed on to objects, theories, performances, acts, by the artist without the artist intention to create artwork it can not exist, this word artwork that is imposed is built from a sequences of personal and prexsting knowledge and experiences, that the artist and viewer responds to, peoples understanding's will differ for one to the next, but what each person has in common, is that no mater how long they looked at the artwork or whether they liked it or not, they experience it and had some sort of response to the artwork.

By using these theories and taking the raw elements of experience and knowledge as the building blocks for artworks and then playing with it, within a climate of enriched trend culture, mass media of information, and conceptually driven artworks, this is how event based artwork was conceived.

In a post Warhol environment the idea of event as artwork is the next step in contemporary pop culture combining everything our current culture is obsessed with, this concept is achieved through the evolution of pop culture into trend culture.

In the production of the events, I will be making sculptural elements, but I view these as more of props in the creation of the environment, I will also be bring elements of lighting, sound and time taking it in to the 4dimension. Creating a multiple layered or Staggered effect giving the viewer the option to delve into the artwork if they choose.

The Staggered or layered effect is achieved in example in the Japanese changing screens by viewers at first seeing the shape of the trees and then as they approach it they see the intricate pattern work that makes up the shape of the trees, and on closer inspection the hidden imagery within the Patten work of shoes, phones, bottles

of champagne etc is noticeable, the art work does not demand the viewer to see or understand every layer but allows people to delve as deep as they want into the artwork, so someone who is not well versed in contemporary art or in the visual will appreciate the trees and pattern work and might only take that away from the artwork whereas the more committed person might start to take away notions of the natural and artificial, positive and negatives, the form of the changing screen which is negated by the transparent finish.

The complex layering is achieved by the lengthy conceiving period and also the fact that there is no real finishing date to the artwork it just keeps growing and growing,

Trend cultures and climate change to the artist

According to Roland Barthes' analysis of what he called "the fashion system", first published in 1967, "fashion is not about function, but forms a semiotic language through which cultural meanings are constructed. In other words, fashion doesn't keep you warm but, first and foremost, functions as a sign or a means of communication. And art speaks the same language."

One of the large changes to fine art during trend culture movement, is the excessive amounts of video art being produced, it has become so extensive that it is more common to walk in to a contemporary gallery and see a video artwork than paintings these days, maybe this is an over exaggeration but not far from true. This can be seen to arise from people's ever decreasing attention span mixed with new technologies, today people want more information and faster than ever before, the static image is no longer enough for contemporary audiences. A good example of how people's attention spans are changing is by looking at trends in film's, if you were to compare a film of 20 years ago to today you will find its pace unbearably slow and quiet, what I mean by quiet is most films today have musical sound track or ambient noise present in the background at all times, which we process along side the film and in relationship to the film, when you compare this to older films you will notice how quiet the film are in-between the dialog.

And in regards to slow I am talking about how the story line unfolds, directors like Alfred Hitchcock who has been dubbed the master of suspense for his time, if his film's were shown in mainstream cinemas today and putting aside special effects and film quality and just looking at the script and music score, audiences would find his films slow and drawn out.

Painting and drawing is not the only thing to have its canvases replaced by large plasma screens and high definition data projectors, the static sculpture has been replaced by morphing light sensitive LED sculptures with interactive light matrix's and large installations that completely immerse the viewer playing with every sensory perception from sound, touch, smell.

The effects of trend culture does not only apply to contemporary art but even classic art collections are effected from the growing numbers of art thesis and thereas growing on the internet that are not substantiated, the introduction of the ipod tours into the public gallery has changed the gallery experiences, now as people stand in front of classic paintings they can feed information about the artists background, life, the art movement in which this artwork emerged, photos of other art work by the artist or even permeably sketches of the artwork. with contemporary exhibitions footage of the making of the artwork interviews with the artist, galleries, curators, directors, this adaptation to the gallery experiences adds to the information influx effect of the artworks and artist.

the artwork no longer stands in isolation it shears it with a multitude of information feeds most large public galleries have become icons in them self with big name architects trying to create iconic buildings with in them self's shifting away from the stone columns and monument looking stretchers to new materials, shapes and forms created by computer generated code's.

Arguably the general public is more informed today and has a broad knowledge of fashion, architecture, art, design, world politics, foreign cultures. This challenges artist to look and question not only their artwork but the spaces, environment, time and context our artwork its being exhibited in, and how this effects their artwork in a broader

perspective.

The world trend can some times have a bad stigma around it in the art community mainly because most artist want to feel that they are creating some thing completely original and un bi-st to the current trends around them, the word should not be view as a positive or negative but a descriptive word towards a tendency, movement or direction.

Personal reflections can be applied onto trends but should not be applied to the word. For example I am not a fan of the trend of the slap and dash artwork, artwork so conceptacle driven that the work belay stays together, where as I am happy to see trends of artwork about sustainability and the environment with out being left wing hippies, the trend of sustainability within artwork and art practise is a emerging trend.

Personal reflections of trends should not be applied to the word trend, but the movement trend culture can take on a personal opinion in the same way pop culture can be liked or disliked as an art movement.

Trend culture offers a art movement that is non elusive to all views, bridging the devied between the art community and the general public, deeper understanding of conceptually driven art work is slowly growing in to main stream culture but there is still a large amount of the public that feel exclude or done have any understanding of contemporary art.

Trend culture works by creating a multiply layered effect that give a broad scope of entry points into experiencing and understanding the artwork, trend culture is not expecting every one to understand or even see all the layers but it douse gives people a foot hold into the art world that could other wise seem intimidating or exclusive.

One of the most successful artist that falls in to the trend culture movement is Takashi Murakami his art work has a range of entry points for the general public and the art world, his artwork is shown in museum's of contemporary art thro to Louis Vuitton shops and with Murakami art work ranging from sculptures thou to key rings of quaky caterers, most people that own one of his bags or key rings would not even be aware of the conceptacle ideas behind his artwork.

This layering of concepts and meanings that are filling trend culture artwork give every one an entry point and allow for large audiences to experience and eventually grow to better understand the layers and concepts behind the artwork.

One of the hardest parts of the growth of trend culture is allowing people to be aware that there are multiple layers and meanings on top of one another but also side by side in a non liner format, with out the understanding of the information influx effect, people are less likely to develop a deeper understanding, they might penetrate thru a few layers and come to a conclusion but there is not one meaning to the artwork, there are multiple, just like in society today, one person can have multiple beliefs, aspirations, personal philosophies they don't related or gel to the other, this is all so presented in a physical way as well, we are now used to talking on the phone, surfing the internet with multiple programs open on the computer desktop all at the same time, this is now the common way we live our life's.

Trend culture embraces the laying of connected and non connected content, with each layer informing independently giving people depending on their knowledge, understanding and background, a different experiences.

Turning identity in to a product

With the rise of reality TV show identities and media produced celebrities like Paris Hilton, Kimberly Stewart who are famous for being famous and not for any initial career Sussex, instead there career has grown from there fame as a social life. Today This growing social phenomenon has grown and fostered from pop culture era and today is hyper idolised more then ever before, these socialite celebrities are the new royalty idolised for being famous, and nothing else.

Eddy Sedwick's is perfect example of being famous for no other reason than being her selfe and parting with the right people, her fame was created by Andy Warhol she did come from a wealthy family before she meet warhole but she became an superstar through Andy Warhol's films and involvement with him she was a product of warholes art in the same way that ,Hilton and Stewart have become celebrities thru the media

These celebrities go from being people to prosumer products where they are hunted by paparazzi, prying in to there daily lives trying to capture a photo good or bad. No long treated like a person with a privet life, but more of a public product to be communalised off, but this communalisation is not a one way flow this prosumer paradoxus can all so lurch them in to grater fame and career Sussex.

Within this new and rich era of developing celebrate identity thru new culturally platforms you don't onley need to be born in to a famous family or on TV, you tube has all ready given rise to many identity's like Jessica Rose AKA Lonelygirl15 and Andy Samberg, Lonelygirl15 was YouTube's first big star. Revealed to be New Zealand actress Jessica

Rose after months of speculation, she was able to parlay her YouTube fame into representation by the United Talent Agency and has now appeared in a feature film, has a recurring role in the ABC Family TV series "Greek," and won a 2007 Webby Award.

Andy Samberg who is A member of "The Lonely Island," a group of LA-based independent filmmakers who made comedic short for the Internet, Samberg used the success of the group's "The O.C." parody (called "The 'Bu") to land himself a featured player role on Saturday Night Live. Samberg's "Digital Shorts" for the show often become Internet phenomena and his "Dick in a Box" short won an Emmy for Outstanding Original Music and Lyrics.

I'm a Prosumer Product Of Trend Culture

Possibly two of the biggest and influential pop artist that have had an effect on the world today are Andy Warhol and Takashi Murakami. Both create work that plays with popular and popularised icons and figures of their time. Opposing any attempt to stand outside of popular culture merely to critique it- these artists actively enact(ed) the cultural matrix around them to reach an expressively ambiguous artistic position.

my practice to work in a similar manner, this emersion into the cultural matrix around me is intended to be heightened by throwing my self into the public's eye, using my window studio residence practise as a screen.

The studio window acts partly as a screen and partly as a mirror- a two-way mirror. The audience stand outside of the work- but at the same time is looking back onto themselves with in the artwork, my work practise can not operate in isolation it needs a social dialog.

As people are window-shopping for clothing inspiration, fashion trends and other consumables I turn their gaze it into a two-way flow, by creating a direct dialogue with the audience as they walk past. I watch and read people, in what they wear, how they wear it, there body language and there response and interaction with myself and the presence of my work.

Within the intense and emerging time of trend culture this concept of the window studio feed peoples hunger for modernity and information, allowing them to see the most up to date artwork being created, where as the gallery space takes on more of a documentation interpretation of my artwork, this studio concept take

on the raw natcher of the information influx effect peared with trends of modernity.

From my observation and looking forward a possible togetarey of the future, if things carry on this way, I have derived at what I see is the next step to my art practises I intend to turn myself into the artwork by objectify myself into an artist product/ commodity that referencing celebrity like factors and trend culture elements into my artwork, whilst looking at current popular culture, trends and future trends I don't want to turn my selfe into soley a trend based product but I do want to take elements of them and overlay them onto myself aiding my intend identity for example taking body image (talk about body images in meadi)of male fashion model that is epitamised in the media and transposing it on to me so now the gym become my workshop but instead of sculpturing objects the sculpture becomes the sculptured, by taking my self as an artist product i enforce the literal form of sculpting my body, things like this have been down with actors for the last few years

Clothes and styling is an important part of creating a visual representation of my self, It could be seen as trying to mask my idenatety, but the uses of clothing is intended to emphasis and enhance my identity and interests, for example wearing clothing with refined subtlety details and layered attributes that inturn reflects my physical artwork.

I am not trying to invent a new charter or personality far from it. Think of it as treating myself as a canvas and I am adding washers to the canvass building up layers fine tuning the artwork, I'm not trying to paint an entire new painting just working towards a never ending final product. Before I go on I just wast to clarify when I talk about turning my self in to an artwork or artist product I don't mean thru a solely

physical appearances I mean mental and practically throe my event artworks and performative like studio set-up this will become clear throe time.

My artwork sits on the outer and can some time appear to fall into fashion, design... but these perceptions arise form the loaded reflection and content my artwork look at, like fashion, performances, arcutecher, design and many other areas that exist in the gray space between art, design, fashion...

Artist like Vanessa Beecroft (talk more about her practise) have played host to large works with Louis Vuitton mixing fashion with art, this trend of creating a sinagey between artis and other creative disciplines to create unick artworks or products is going to become a more comen occurrences as artist and designers try capture not onley a lager audiences but all so there attention span , Cindy Sherman's famous series of clown photographs (talk about the artwork) was original commissioned by vouge magazine, un like Sherman who uses her self as the model and develops entire new identity's creating factitious worlds, I will be using myself as the model but in a very different way and creating a performative construct with in the window studio playing with ideas of identity and visual representation by wearing designer clothes that would never normally be worn in the studio environment, clothing that would be more appropriate for special events or something a bit more formal, by wearing formal attire, it is intend to signify the importance of the studio practise and engagment with my influences.

Thru the use of celebrity driven popular culture, I will creating an identity as the media epitomised male artist, by wearing stylish clothing, showing up at fashion shows, art events and parties giving the media a creative male party figure, with a touch of gossip and

scandal thrown in there.

It might be viewed that I'm doing this to become a celebrity, I have thought about this long and hard and there is part of me that undeniable likes the thought of being a celebrity, but what is more of a driving force, the idea of taking pop culture and adding a new chapter with the transition into to trend culture is what drives me. A celebrity factor will help me achieve this but it is not the reason of my art practise.

(add discription of window shoping for trends) One of the reason that I want to start doing interviews with people is not onley to meet these amazing and inspiring people who are major influences and shapers of contemporary pop/trend culture of today, but also to recored there influences, ideas, and trends that have shaped there practise as well as goals. the use of celebrities within this artwork instantly takes it into the popular culture realm.

Andy Warhol was very susful for this tool, using and creating celebrates in and thru his artwork and his social circles. (talk about the people that worked with andy warhole)

the artist as idenaty has to change now days the artist has to deel with public liability, copyright laws and especially media international artist are now forced to becoming project managers as artist and the real skill is now balancing all of these tings on top of you art practises.

And like my event artwork that only exists for a brief period of time so will I, reading of me and my artwork will change/ differ depending on peoples knowledge, understanding, direct engagement with the

art event's and me, but one of the major factor's that will influence peoples reading of me and my work will be time.

By meeting them it also gives me a chance to invite them to my art events and openings giving me and my work more media exposure, it will all so do the same for my guest which helps enforce our popular culture identities and inturn adding to the trend culture circle of life, this will hopefully help turning myself into a pop/ trend celebrity unlike any other artist has been before, making myself more famous and iconic than any of my static artwork. And over time turning myself into my most memorable and successful pop/trend artwork I will ever create,

the social climate is ready for this.