

Artist Statement:

Superheroes, cartoons, sporting events, and vacation are ready made signs that handle complex universal ideas such as "truth" or "the real". Superman determines good and evil, not allowing others like religion or society to determine these things for him. Because he is not from Earth, he uses a reason that is independent of the contemporary values of religion or society . The Simpson family represents the good and bad in the everyman, while testing the newest cultural morals and beliefs. Even something as simple as vacations, specifically camping, condone the separation of nature from culture. This promotes the use of ideas such as natural and synthetic, real and unreal. This works to the same degree with theme parks; an intentional false reality in an actual location. Television transmits "live" or "true" representations which of course are not live but synthesized; this increases our tolerance for mediated and corporately funded truths.

These locations, events, and ideas will be the research ground for future social scientists. These innocuous aspects of pop culture are the fossilization of present beliefs and attitudes in respect to our time. My archive then will have future importance for both science and art by quantifying and measuring this time.

Ron Laboray