

Frances Stark *Sorry for the Wait*

April 30, 2015 – June 20, 2015

An ambigram is a word or image whose meaning is changed when viewed or interpreted from a different direction, perspective, or orientation. I first incorporated this Clever/Stupid ambigram as a digital prop in my performance called “I’ve Had It! And I’ve Also Had It!”. It was a monologue (delivered in a rotary telephone costume I designed) exploring a symmetrical rift between high and low culture, inspired in part by a musical comedy about a working class bell hop who exposes a pretentious composer (who stole his girlfriend) as a fraud by revealing that his critically acclaimed avant-garde divertimento is really just a hit-parade song played backwards.

This tension between the palatability of pop and the difficulty of the avant-garde is a persistent theme in the series of individual photographs I've been printing from my account on the popular smart phone app Instagram. This social media platform is extremely suited to today's climate of self-promoting independent contractors and can often function simultaneously as a career-building résumé tool and sexual seduction tool. At this juncture I have posted 2,451 images, and exhibiting selected images from this constant feed is a project I started early in 2014. For this exhibition, I am also presenting a 4 part visual essay made with iMovie.

– Frances Stark