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Press Text

Certain things change with online shopping. If the products you want are offered in form of a picture and only arrive weeks later with those who ordered them, the picture takes on greater significance. It also changes what determines the purchase (more the image, less the product). Then it arrives and you like it or not, send it back or not.

There is also a change in how much time is invested in finding the right product, or in order to decide on the best option, whether on joyless sites that offer price comparisons or those that offer even the most banal spare part with a little bit of banal spare part with a bit of a libidinous thrill because it can belong to at 3,2,1.

The one is an operating logic that relies on optimized rational decisions, as it also spoke from the sad concept of the Ich-AG, the other is the affective quality of consumption and desire and money, as it also spoke from the Ich-AG, which burdens the always abstract account balance with virtual shopping baskets, while bearing responsibility for speculative exuberance. (The crazy thing is that you should always do both, and that it takes hard work and luck to do everything right).

Desires and values (not only wanting the good, but also the not-so-good) meet in the type of publications that served as a reference for Anne Speier here. Marketing assigns values that are conveyed beyond the price and beyond the image, for example through the cheap paper of supermarket brochures, which stands for smart and economical decisions rather than for buying frenzy and overabundance - as if the unconscious structures were so orderly, so ultimately predictable. Advertising cannot actually know what shoppers want. It projects that it knows by suggesting what might be behind it, so that even the non-rational can be easily calculated.

In order to engage with the allure of the goods via brochures, websites and images, a certain amount of personal investment in the process is also necessary, a bit of a fantasy. The interesting thing is never really how different the things are from what I imagined them to be, but only the moment in which I could potentially have them all. But these desires are also linked to the person who develops the fantasy. This is how some people portray themselves online based on the things they buy, especially those that are banal and strangely intimate (how could you live before you discovered Coco-Floss, some ask). When goods are romanticized, romantic love is reified at the same time. Because dating costs money, because it's best to choose whichever other person you can have with your money, looks, humor... The nuns in Anne Speier's latest paintings live differently: they do not calculate, they hardly ever go shopping, they don't want to possess anything, they feed the hens..

— Anke Dyes