

# GERTRUDE STREET PROJECTION FESTIVAL

Transcription Matthew Newkirk - Funnel Vision,

My work Funnel Vision is a warning in regard to the subtle and subversive messages that those in power feed the masses. Referencing Da da, and the Situationist method of determent, I've used text in the form of sensational headlines so as to demonstrate the tactics employed by corporations, governing bodies, and media magnets that are most commonly responsible for this deception. Employing these same methods for my own agenda, which is to expose injustice and to draw out the inherent toxicity of the status quo, the viewer is force fed cliché, buzzwords and modern day mantras all adding to the confusion, but holding a mirror up to the complexities of modern life. This work acts as a warning to the uninformed and as a weapon used to unmask and destroy the very mechanisms that keeps society obedient and asleep.

The focus of my practice and research is an examination of the media landscape filled with mixed messages, strategies, and technologies that influence control and manipulate public opinion. I suggest that there is apathy in the general public towards finding the truth in the news because of the way that it's presented to, and consumed by the community. The news is often delivered to us in a binary, this is not only a simplification of a news story, but it urges people to choose one side or another, essentially eliminating any conversation in the middle or gray area. And when people are told that they're not allowed to participate, or that it's made difficult for them to participate, then they lose interest and they don't care to play the game anymore. My investigation of new frameworks, by which to convey information that resists manipulation is founded on the proposition that artists and art remain the most effective means to convey information and messages or resisting outside exploitation and falsification. These methods include artists' books that are in a format that is very familiar to the conveying of information like booklets, wheat pasting in public places so that it appears to be advertising, and of course, public projection work. In this way I can introduce these concepts to a very broad demographic, and hopefully those people who may be unfamiliar with the way that the media is manipulated or to those who may choose to never set foot inside of an art gallery.

In 500 years, I'll be dead head in a jar, but I hope that art and research like mine inspires the people of that time, and helps to remind them to question and investigate, to think proactively, and to be less concerned with money or standing on someone's neck in order to climb the next rung of the ladder.