

Made in Here

This artwork concerns post-industrial identity. By replicating the assembly line of the industrial era, I aim to bring into question the identity of post-industrial production as it relates to postmodern society. This project invites you to participate in the project as workers in the production of a product. At the end, the work comments on the concealed hybrid nature of intercultural global and economic identities.

In the past, modern society encouraged self-supporting economies based on local production. Today, instead of reaching in, we reach out into postmodern's global economy. The resulting effect is a change in the once stable identity of the modern to one that is very complex. Moreover a change in global and cultural relationships.

By looking at these two different societies, I recognize that we are nested in a kind of multi-level society, a society with nested information. The resulting phenomenon is a breakdown of stable identities to ones that encourage information flow, annihilation of space, hyper-commodification, media-saturation, and globalization. In this project, I aim to provoke new understanding of the meaning of embeddedness, and also to de-construct our society by looking into its post-modern identity. Next time, when you look at a product's label, consider its underlying origin and what "Made in Here" means to you.

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