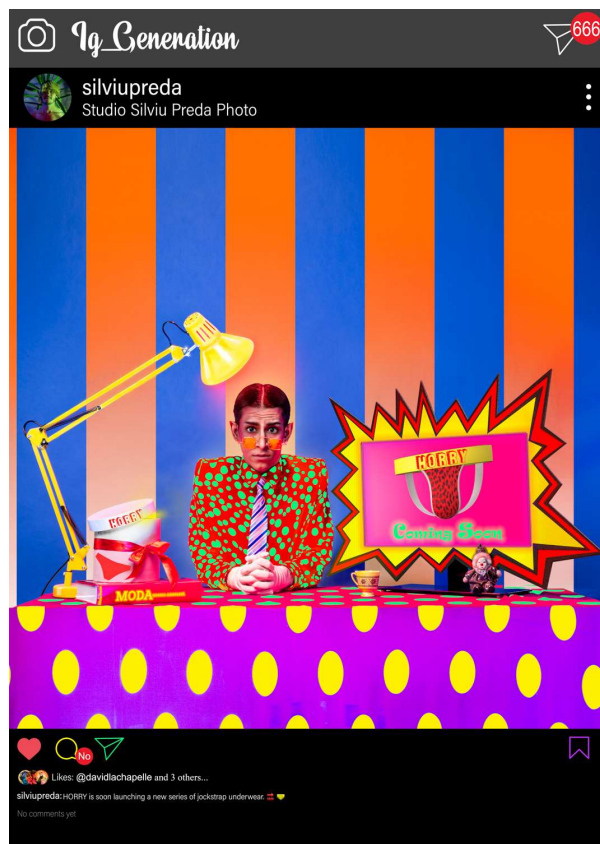


Preda Pavel Silviu, IG Generation (2020)







Marked as: disturbing, atypical and speculative, playful around symbolic elements of the new View-Me Media that is Instagram, "IG Generation" is a visual radiography on the fauna of social networks, bringing to the attention of the viewer a social error of the 21st century: the toxic dialogue between man and the virtual environment. Placed at the fine line between the brutal contemporary realism and "surreal realism" of a society of Instagram influencers or wanna-be influencers, all obsessed by the self-branding, this project mirrors a consumerist society, run under the flag of globalization, especially towards the excessive consumption of "everything online". "IG Generation" portrays the alienation of values and visual culture among the young generation spending a lot of time with social media networks, being encouraged to construct their own projection in the virtual environment, unaware of the dangers and threats of a parallel universe. "IG Generation" mirrors all this universe on a satirical note, noting mainly the audience's predilection for obscene-influenced visual content. The series discusses the lack of visual education among social media users, as well as the wrong trajectory of their maturation, due to the false models mediating their perception of reality. Characterized by humor, this photographic triptych brings into question a seemingly trivial example – material advertising underwear, where sometimes a product is presented in association with elements related to vulgarity, sexuality or sarcasm directed to individuals or groups. Also, the subliminal messages and the symbolic subtleties suggested by the chromatic delirium and the accents put the whole project in the realm of "consumer glamour", "kitschy" advertising, often cultivated on social media. This irony works like an alarm signal about the dangerous mirage of the virtual universe, in which freedom of expression exceeds the limits of morality.