

/Laura Gillmore/
in
/room/



Artist Note:

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- Laura Gillmore

Curatorial Note:

8AM: The instrumental music is repetitive and soft, but upbeat, maybe even quirky. Sitting on the floor, we see a woman with gray hair in an Eileen Fisher-eque outfit. Chic but not too precious, her clothes evoke a day of light home repairs, crafting, arranging flowers, or strolling at the farmer's market.¹ She sits on the floor in a light-filled space with big windows and an exposed brick wall. In a timelapse, she quickly and methodically assembles cardboard, tape, hot glue, and paint to construct a black chair with shiny gold legs.

5PM: A black and gold chair sits in a light-filled room featuring exposed brick and big windows. The chair stands out in its shiny lopsidedness. In slow motion, a woman enters the framed space, wearing an oatmeal colored and airy ensemble, including a casually-yet-intentionally slung, silky scarf. She is relaxed, smiling. A melodic tune strums in the background. As she approaches the chair, the word FINN appears pinkish-white font at the bottom of the screen. She sits, the chair collapses, she falls. With an equally calm air, she begins to get up off of the floor.

The instagram account and the format of the instagram story are the site for Laura Gillmore's *Chairs that Move You*. Each instagram story is 15 seconds long and only live for 24 hours, i.e. from 8AM to 8AM or 5PM to 5PM. Depending on when the viewer clicks on the highlighted icon, only two "stories" are visible at a time.² Sometimes, we see one chair being built, only to watch it collapse in the following clip. Sometimes, the collapse of one chair precedes the building of another, different chair. Each chair and each story clip is fleeting. Yet these videos are characterized by a kind of ceaselessness: a set of actions repeated again and again over a period of time, embedded in a format of endless digital content. On the one hand, this repetition emphasizes the futility of the actions we see being performed: a chair is built, it falls; a chair falls, a new chair is built. Repeat. On the other hand, this repetition points to a reassuring continuity: one chair is always replaced by another. Our character doesn't give up, she doesn't stop. And even if *she did* stop, the mechanism of the instagram story wouldn't. Even now, one tap of my finger will replace her story with that of someone else. Endless content for our consumption would (will) go on for the viewer—for me—with or without these chairs and their builder. Until I close the instagram app.

¹ I'm not going to pretend this isn't an outfit you could find me wearing on any given day.

² Save the first and last story of Gillmore's series.

Referencing consumer culture and its entanglements with social media platforms—including influencer product endorsements and tutorials—Laura Gillmore creates personas that exist only in the flattened, digital realm, embedded in virtual spaces that are constructed from stock images and other photos found online. These female characters are never too removed from Gillmore’s own demographic, and humorously blur performance and self-presentation. In *Chairs that Move you*, the character is based on someone who can afford the beauty and style trends that make the “look” of sustainability. Think open weave knits, natural fibers, and birch panel. Though demonstrating a DIY activity (how to build your own chair), the character and space she inhabits become sites for the projections of consumer desires. The changing chairs, one replacing the next, become intangible products to be produced, consumed, and replaced in an ongoing cycle: Finn, Quinn, Simone, Alix...

- Maxine Schoefer-Wulf

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Laura Gillmore is a San Francisco based artist and product designer. Her practice utilizes a variety of media, including sculpture, video, performance, and installation. She typically makes videos that engage with the intersection of social media and consumerism. The various characters in her work are influencers, vloggers, and other hyperreal identities. “T2R” , which stands for “Time2Reflect”, represents her ambiguous lifestyle brand and influencer identity. She is curious about the “online life” of vloggers and how the individual’s attention has been commodified into an economy of bottomless scrolling. Alongside her art practice, she works in the retail and manufacturing industry, designing home decor products for brands including Pottery Barn, West Elm, Macy’s, Bed Bath & Beyond, and JCPenney. Her design work has informed much of her interest in the pervasiveness of lifestyle branding and the allure of DTC (direct to consumer) products. San Francisco and it’s culture of Big Tech have been an amusing home for her subject matter.

Gillmore received her MFA in Fine Art from California College of the Arts in 2018. Her work has exhibited at Telematic, SFMOMA, and AltospaceVR. She will be showing at SPRING/BREAK Art Show in March in NYC.