



Artist Statement

Christine Drake-Thomas
MFA in Studio Art with a concentration in New Media
May 2022

Exhibition

The Third-Party Pop-Up Shop
Cora Stafford Gallery, 1201 W. Mulberry St. Denton TX 76201
April 13-16, 2022

Surveillance capitalism is pervasive within our everyday lives: turning every movement, emotion, or thought into a commodity to be turned into an ad for us. As our meta-data is bought and sold to third-parties, we are coerced into buying products from targeted ads. This system of behavioral manipulation combines human psychology and emotion analytics to make us nodes within an accurate capitalist network. My work scrutinizes current economic structures through videos, installations, AR and digitally printed garments. In my practice, I satirize data collection, extraction, and commodification through an accumulation of my own user information from large tech companies— including Meta, Google, and Apple. This data is used to digitally produce patterns and create a collection of garments. Through this production of clothing, my work visually represents the symbiotic relationship between consumer capitalism and surveillance capitalism.