

buy me something

ARTIST STATEMENT

The day I turned eight, I re-played an impressive collection of toy ads in my head at break-neck speed. It was a kind of pre-fab daydream; candy-coated-TV-colored product shots, action shots, logo shots, gun shots, car shots and chest voice announcers who spoke only in absolute truths. There were also the hyper-happy boys drunk on their agency and, of course, the myriad toys that were meant to allow for such plastic enlightenment.

I, however, was nowhere near happy. Head-in-hands with tears running over my knuckles, I plopped down on the florescent floor of the local Toys 'R' Us and lost it. I had no idea what I actually wanted. Given the freedom by my parents to choose any one thing out of everything, I crumbled. I choked completely under the pressure to consume.

Play is an integral part of the growth and learning that all children undergo on their way to adulthood. With *Buy Me Something*, I look specifically at the tools of play, the modern consumer experience, and how these entities provide children with an education in desire and culturally acceptable behavior. I am influenced by my own, not-always-so-traumatic childhood toy memories and fascinated by the elements of contemporary culture I see reflected, amplified and impregnated in children's commodities. My hope is that these images challenge people to consider how toys and the mechanisms that facilitate their sale inform and reproduce a distinct set of culturally-defined values.

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