

Ad
Words

Amber
Eye
Anderson

A COMPANION TO
Ad
THIS IS WHO
Words
I AM NOW

Amber
A SOLO
Eve
EXHIBITION
Anderson

by

AMBER EVE
ANDERSON

Ad Words is a companion text for the solo exhibition *This is Who I Am Now* by Amber Eve Anderson.

The exhibition is based on an archive of every advertisement that Anderson viewed on Instagram over a one-week period. Composed of 126 images that almost exclusively depict household goods, the archive presents a portrait of the artist through the lens of targeted advertising.

The exhibition vacillates between physical and digital worlds, combining images and found objects through installation and video, functioning as a case study in the aspirational. Objects ranging from rugs to sofas to earrings to soap portrayed amidst orderly, plant-filled, sun-dappled rooms, suggest affluence, aesthetic integrity, and a good night of sleep. Anderson highlights the way one's surroundings, whether virtual, manmade, or natural, come to shape one's identity and behavior.

By bringing representations of social media into physical space, the work calls attention to everyday technologies by upsetting the usual means of interaction. Her work functions as a playful, funny, and poetic critique in order to explore how identity is reduced by consumerism.

A
DEMOGRAPHIC
CASE STUDY
(35-44, WOMAN, BALTIMORE)

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A
DEMOGRAPHIC
CASE STUDY

(35-44, WOMAN, BALTIMORE)

**SUNDAY
JANUARY 12, 2020**

8:39pm @katepearcevintage
8:39pm @underclubco
8:40pm @toast
8:41pm @mandukayoga
8:42pm @ourplace

**MONDAY
JANUARY 13, 2020**

10:28am@westelm
10:28am@ruggable
10:29am@tuftandneedle
11:59am@thuma.co
12:00pm @awarasleep
12:00pm @leaffilter
12:00pm @stitchfix
12:01pm @thredup
2:07pm @rothys
2:08pm @prose
2:08pm @casper
2:09pm @peglegvintage
2:09pm @misenkitchen
2:10pm @crateandkids
2:10pm @mejuri
2:35pm @avocadomattress
2:35pm @amtrak

**TUESDAY
JANUARY 14, 2020**

9:39am @siggisdairy
9:39am @rothys
12:32pm @rejuvenation
12:33pm @blueapron
12:34pm @brentwoodhome
12:35pm @floyddetroit
1:50pm @awarasleep

1:50pm @thuma.co
2:00pm @nectarsleep
2:00pm @tuftandneedle

**WEDNESDAY,
JANUARY 15, 2020**

10:26am@brentwoodhome
10:27am@overstock
8:10pm @avocadomattress
8:10pm @nytimes
8:11pm @nectarsleep
8:11pm @polyandbark
8:12pm @modsydesign
8:14pm @floyddetroit
8:14pm @allswellhome
8:14pm @thuma.co
8:15pm @rejuvenation
8:15pm @thredup
8:38pm @westelm
8:47pm @overstock
8:48pm @ruggable
8:51pm @insideweather
8:55pm @esalerugs
8:56pm @joybird
9:19pm @crateandkids
9:20pm @revival_rugs
9:30pm @the_citizenry
10:27pm @luluandgeorgia
10:28pm @brentwoodhome
10:29pm @parachutehome
10:31pm @foryoureyesonlydc
10:32pm @interiordefine

**THURSDAY
JANUARY 16, 2020**

7:26am @ruggable
2:09pm @crateandbarrel

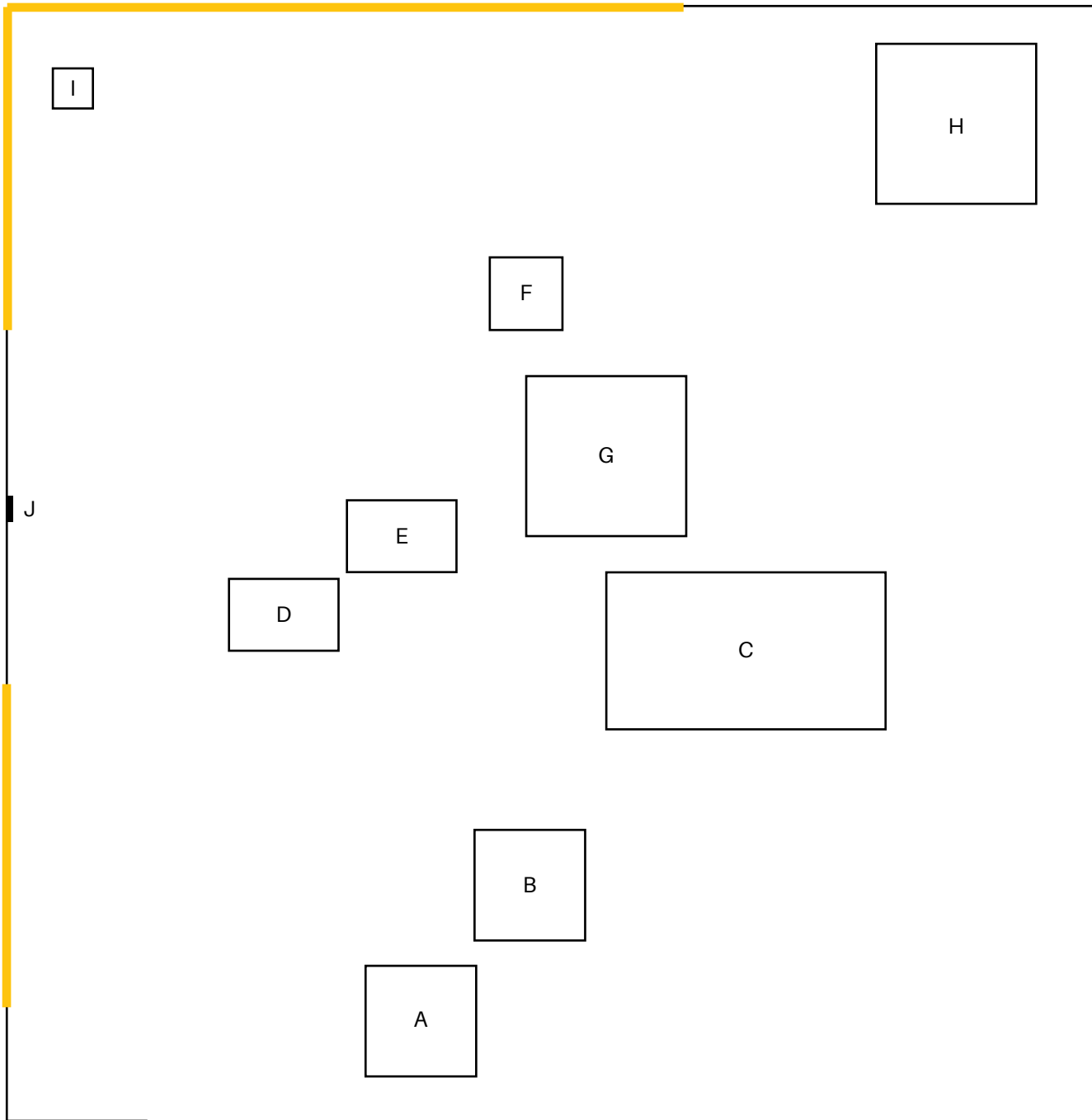
2:09pm @the_citizenry
11:01pm @brentwoodhome
11:02pm @cb2
11:03pm @merrell
11:03pm @chasingpaper
11:04pm @revival_rugs

**FRIDAY
JANUARY 17, 2020**

7:25am @crateandkids
7:26am @ruggable
7:27am @wayfair
7:27am @everybodyandeveryone
7:29am @luluandgeorgia
7:30am @modsydesign
8:56am @crateandbarrel
8:57am @the_citizenry
8:57am @nytimes
8:58am @amazon
11:13am @esalerugs
1:56pm @polyandbark
1:57pm @theinsside
1:57pm @insideweather
1:58pm @Rugs Direct
9:06pm @article
9:07pm @moderncitizen
9:40pm @joybird
9:42pm @brentwoodhome
9:43pm @bloomscape
9:44pm @parachutehome
9:45pm @sleepokioki
9:45pm @framebridge
9:46pm @stitchfix
9:47pm @linephono
11:31pm @westelm

**SATURDAY
JANUARY 18, 2020**

9:38am @burrow
9:39am @casper
9:40am @stitchfix
9:41am @floyddetroit
9:42am @bombas
2:37pm @jossandmain
2:38pm @modernica
2:38pm @nytimes
2:39pm @siggisdairy
3:47pm @westelm
3:47pm @theartifox
3:48pm @overstock
3:49pm @lemonade_inc
3:50pm @Bellhops Moving
3:50pm @ruggable
3:51pm @joybird
3:52pm @rothys
3:53pm @grovecollaborative
3:54pm @luluandgeorgia
3:55pm @cleancult
3:55pm @interiordefine
3:57pm @thuma.co
4:58pm @mylifewellloved
4:58pm @tuftandneedle
4:59pm @casper
5:00pm @lullbed
5:00pm @crateandkids
5:00pm @crateandbarrel
5:01pm @allbirds
5:02pm @thredup
5:02pm @molekuleair
12:31am@buffy
12:31am@quip
12:32am@rejuvenation



- A. Rugs
- B. Entryway
- C. Living Room
- D. Kitchen
- E. Dining Room
- F. Bathroom
- G. Closet
- H. Beds
- I. Exterior
- J. Travel

POEMS
GENERATED
BY ARTIFICIAL
INTELLIGENCE
USING
INSTAGRAM
CAPTIONS

POEM 1

Fall in Love with the Beautiful

Don't close yourself to opportunities.
You will only get a temporary high.
Don't cheat on a good thing.
Fall in love with the beautiful.
Make the most of
the hard work to
stop compromising.
Address all your needs and goals.
Life is stressful.
Make a statement.
Believe in creating space
for your everyday escapades.
Don't close yourself to opportunities.
You will only get a temporary high.
Don't cheat on a good thing.
fall in love with the beautiful.
Make the most of
the hard

POEM 2

Make the Most of the Hard Work

to define your

needs:

home equity takes time to build, it's a process

but the impact is most

significant after the decision to move.

It's only then you'll know how it feels to be free.

Let your legacy begin now.

If you were to create your ideal home it would be pretty clean and it would be functional and beautiful and awesome and it would be functional and beautiful and awesome and you would like it a lot and you would drive a Honda and you would live there forever and no one else would live there and it

POEM 3

The Hard Work to Stop Compromising

BREATH FRESH.

Nurture yourself with the sights, sounds and smells of the outdoor season. Get outside.

Enjoy your time and adventures.

Discover your adventure.

Planning and executing a trip is easier than ever before with services like No Vacancy Reservations, ParkWhiz and GetThere. But what if you just want to plan a weekend away from the airport? Or make a last-minute decision and go to see a friend? Or travel with kids? No worries. Here are a few tactics to make it easier for you to get where you

POEM 4

Life is Stressful

BREATH IN LIGHT

Invite light into your space.

Plant where there's a lot of light

make your bed to climb out of in the morning

turn on the lamp.

All the ways light

relieves the senses and lifts your mood.

Makes you feel safe.

Helps you relax.

Increasing or decreasing the amount of light in your home can make a big difference in your daily stress levels. Also be sure to pay special attention to your bedroom during summer when the sun might stream in during the day.

Put away the shoes.

More

POEM 5

Make a Statement

Amazingly available

Authentically brilliant.

Feel

like a princess in this

Stealthy design

Custom designed to

celebrate your

very best self.

Little hiccup

The Soulmate Knot

A random drawing will be held on May 1, 2019 at a future date to determine who will be the first to win this incredible prize.

Those who are not selected as a winner in the random drawing will be included in the final drawing.

POEM 6

Believe in Creating Space

The space you create for yourself
will influence your mood.

Make a choice to take control
with whatever it is that you need the most.

Your space needs to be comfortable
so you can relax with your space.

Balance is key.

Always use a tiny bit
of everything.

Give yourself a little more
to make you more comfortable.

Can you say minimalist?

Will you strive to improve your space in 2019?

How could you improve it?

What tools, tips, and tricks do you have to share?

This post is

POEM 7

Everything You're Looking for Perfect for Your Life

Define your style.

Forget the past and
take some risks.

Learn to work smarter.

Work on your relationships.

Spread your wings and be an explorer.

Be willing to work hard.

Remember that you are in charge of your life,
and there is a lot that you control.

Hold on to your dreams and
create a roadmap you can use to reach them.

Love the journey.

Breathe.

This is a journey about
not giving up.

What a difference a year
can make.

The most beautiful sound
is silence.

Think of your

POEM 8

Equal Parts Refuge & Functional Space

On a night like tonight

I stare at the stars

I wonder if I could stay

like that forever.

Savor every minute

of summer.

7. WE CAN CHANGE OUR WORLD

Find hope.

Play more games

Follow the stories in the news

Conquer our fears

Our broken hearts

The kids that

don't have a voice

Those who don't know how

to be kind.

Just write what you believe

Let it be seen.

8. UNDER THE MOON

Look for moonlight

For me

Under the moon

I look for you.

To you, I may

Just be me.

So I will keep on

POEM 9

Tailored to Your Wallet

for you and those you love.

FREE add-ons include a downloadable

Ritual for Happiness Love Ritual, a custom daily gratitude quote, and a weekly blissy horoscope.

What are we saying with our work?

It isn't about selling anything.

It's about showing the world that it is okay to express yourself, that it is good to share and to make.

We work to make your life

make your dreams come true

– just like in the song.

What is that song? “Hello”

Follow The Lightning Round:

Follow us on

POEM 10

For Your Everyday Escapades

Make time for you.

Take stock.

Recharge.

Live life to the fullest
each day.

So before you pack it all in, don't forget to live your life and be happy. Do what makes you feel beautiful and special. And whenever you're feeling sad, instead of shutting it out, focus on positive, feel good vibes. Let love in.

Today, remember that nobody else can make you feel attractive or beautiful. It's your choice, and you're free to live your life however you wish. So look into your heart and ask

POEM 11

BREATHFREE

BREATH FASTER

Breaks that refresh and recharge
by rewiring your environment to
help restore your power
and fuel your fulfillment

Your Sanctuary

Spend the day

in this time of stress

Your Escape

to go for a walk in nature

Where You Come

Into the White Box

Discover Your Space

In

the Hidden Power

of Your Senses

Paint The World

For

The Essence Of Life

Paint your face

with words

make your body

remind you of your future.

Yours for the future.

Come Into

The White Box

With Me

Be

POSTSCRIPT

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1. Google "google data center."
2. Click on first result.
3. Scroll and click link in middle story.
4. Click to watch video.
5. Watch video for 10 seconds.
6. Open new tab and search "ominous orchestra music."
7. Click on first video result.
8. Right click video after it starts playing and select "Loop."
9. Go back to Google Data Center video and watch until Wong gets into her car.
10. Open new tab and search "google privacy policy."
11. Pause for long enough to read.
12. Go back to Google Data Center video and watch until car drives through gate.
13. Google "what is the most valuable resource on earth."
14. Pause long enough to read first result.
15. Return to Google Data Center video and watch until Wong badges into the building.
16. Open new tab and type "news.google.com."
17. Search for "google antitrust lawsuit."
18. Click first article from The Wall Street Journal.
19. Click out of pop up box.
20. Click "Listen to this article."
21. Return to Google Data Center video and mute.
22. Turn on closed captioning.
23. Watch video until Wong badges through door after white woman.
24. Open new tab and search "surveillance capitalism."
25. Click "Videos" in results.
26. Click first video.
27. Return to Google Data Center Video and watch until Wong goes through door.
28. Return to The Wall Street Journal article and listen until "reinforcing cycle of dominance."
29. Return to surveillance capitalism video.
30. Click "skip ad."
31. Click "no thanks" on trial offer.
32. Click unmute.
33. Return to Google Data Video and watch until captions read, "user's data is our highest priority."
34. Return to surveillance capitalism video.
35. Watch until Zuboff says, "downright bamboozle all of us all the time."
36. Return to Google Data Center video.
37. Watch until the aerial shot after disks are shown being destroyed.
38. Return to surveillance capitalism video and watch until "the big datarobbery" appears on screen.
39. Pause video.
40. Return to Google Data Center video and unmute.
41. Watch to the end.

Amber Eve Anderson (b. 1982) lives and works in Baltimore. She received an MFA from the Mount Royal School of Art multidisciplinary program at Maryland Institute College of Art (MICA) in 2016 and a BFA from the University of Nebraska-Lincoln in 2005.

Her work has been exhibited in group shows across the US as well as in Canada, Finland, Morocco, and Peru. In 2019 she received an Individual Artist Award in Media from the Maryland State Arts Council. She was a 2019 and 2020 Trawick Prize Semi-finalist and a 2016 Greater Baltimore Cultural Alliance Baker Artist Award Finalist. Her work has been featured in Bmore Art Magazine, Hyperallergic, and The Creator's Project. She volunteers on the Advisory Board of the Institute of Contemporary Art Baltimore.

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