

# LIVERPOOL STREET GALLERY

Liverpool Street Gallery Presents *Private*, the debut solo exhibition, by acclaimed interdisciplinary Artist Kristin Mclver

On view **May 14 – June 9, 2016**

May 19 | 6-8pm: Opening Reception at Liverpool Street Gallery

**Liverpool Street Gallery** is pleased to present the debut solo exhibition of New York based, **Kristin Mclver**, one of Australia's foremost interdisciplinary and multi-media artists. On view at the gallery from **May 14 – June 9, 2016**, the show will present six new neon text works that investigate the mass commodification of personal data in the digital age.

As surveillance of social networks becomes more prevalent, we are increasingly viewed through the prism of our online persona. As we click, comment and consume, we are reduced to, and defined by, keywords and algorithms. Data to be marketed to.

*Private* draws from the mass of information stored on Mclver's personal Facebook account to create a series of text based works, which are distinctly personal, yet instantly familiar to the viewer, as they recognise themselves as the subject and are implicated into the work by their inclusion in the listed media.

The works themselves starkly demonstrate the enormous amount of personal information that is gathered and transformed to create an automated reality of the individual online. Data that is, in turn, used to inflate the stock valuation of many social media platforms.

"I have become increasingly aware of the economic value placed on my personal data," says Mclver. "Masses of information are being stored indefinitely, forming an 'automated' representation of an individual based on algorithmic deductions. These works attempt to decontextualise my own private thoughts and transpose them into desirable commodities."

The launch of *Private* caps off an incredible 18 months for Mclver who was a residence artist at the 2015 Vancouver Biennale; presented solo-shows at Chasm Gallery in New York and Royale Projects in California; and was commissioned by Time Equities Inc. for the Art-in-Buildings project in New York.

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## **About Kristin McIver**

Kristin McIver's multi-disciplinary conceptual practice includes sculpture, painting, sound and installation. Utilising devices such as language, light, mixed media and new media, the works explore themes of identity and celebrity within the context of participatory and consumer culture.

Her recent works examine personal identity and its relationship to social media, and how the participants of digital consumer culture become both the subject and object of the production cycle. McIver's work proposes that ideologies served to consumers through traditional and social media, empowered by advancing technologies, and driven by market forces, become referents for new models of self-representation.

Kristin completed a Master of Fine Arts (Visual Arts) in 2014, at University of Melbourne (Victorian College of the Arts), with a thesis *You and Me: Models of Self-Representation in Participatory Culture*.

Recent acquisitions include the National Gallery of Victoria and Latrobe University Museum of Art. Her work was awarded the Melbourne Sculpture Prize in 2012.

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