

Artist Statement

I like to think of my personality type as 'evil genius'. I say this because it is the quality of a madcap attempt to take over the world that I like to imbue in my artwork. Quite simply, I don't enjoy just drawing, painting, or even animating. For me, each work needs to tie in to a larger schema, needs to be one part of a whole – a whole so expansive it can hardly be seen all at once. For these reasons I'm especially attracted to the idea of the artist as entrepreneur- as businessperson. Looking ahead to the glorious future of my artistic career, I can't help but be put off by the idea of operating in the fringe-high-end fad-driven market that is the art scene today. I would much prefer to create an art with retail opportunities across all sectors of income, an art that is accessible to many yet one which could prove to be deeply and personally affecting. America has always been about business and business is about power, change, and influence. So as an American if I want my art to be influential, I feel that I have to act like a business.

Yet for many, business is inherently incompatible with art. The mere word 'business' comes with a slew of negative associations, images of crass profiteering, strong sensations of sleaze, and the persistent impression of vacuous consumerism – none of which are qualities I typically aim for in my art. What I've been exploring is creating a business that is so personal, so immediate it is strong enough to resist the stereotypes of the medium. With the MYBAD project I dare consumers, seduced by over-designed imagery and poetic slogans, to expose themselves emotionally in ways that they would not otherwise, as well as to engage in an activity that seems to be encouraged less and less frequently in the general public – self reflection. Through this process of self-reflection clients are challenged to face the monsters within themselves, both big and small; challenged to tackle those monsters head on and to actively decide to reject or accept them. For me the beauty of this project being a business is that when one owns a MYBAD product, it's not just an artwork they own but their own fault or flaw. MYBAD enables people to take ownership of their monsters and gain control of them through literally buying their 'bad'.

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