

But Wait There's More!

May 7 — Jul 8, 2024 | On the High Line at 14th Street, NY, US

Chloe Wise's work grapples with the commercialism and consumerism that has permeated every facet of our lives, such that consumption has become intrinsically tied to the creation and construction of the self. In her kaleidoscopic video works, Wise blurs the line between fiction and reality, toying with our traditional expectations of advertising, fashion, and branding. Her video practice takes precise care to subvert and manipulate these sectors to the point of parody, using a familiar language that brings the audience "in" on the joke.

But Wait, There's More! replicates the sensation of channel surfing at the mercy of some unknown remote control holder. *Told a Vision* (2023) features fragments of commercials with uncanny similarities to those found on cable television, though the audience is never able to grasp what exactly is being sold.

"No problems, just savings!" one commercial states. "Call now!" asserts another. "Side effects may include experiences," a pharmaceutical spoof cautions. Brought together, Wise's films present a poignant critique on postmodern consumer culture, and the fallacy that consumption can provide fulfillment or happiness. In each broken scene, the audience is advised and spoken to directly, but even the figures on screen take care to remind us repeatedly, "I do not know you." The exhibition also includes the global premiere of two new films by Wise, *Ingredients* (2024) and *Priorities* (2024) – both of which follow the same commercial-style format of *Told a Vision*.