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Horizontal Fight of Social Status

Oil on canvas (200 x 400 Cm) 2005

The fight of social status imposes despise and conflict between different social layers, on a pyramidal or vertical scale, in the middle of radical or developed with time but equally real differences.

Society nowadays rarely features real differences, just shades that were born and/or contribute to feed a system that lashes out its frustration, lacking a real enemy, on something that can at least look like it.

It isn't an exclusively political matter; my attention is driven to investigate a "new" concept of necessary enemy, a person or an ideal that is like us in its substance, only differing at the most superficial layer – a difference created in the last twenty years with the help of TV and advertising models".

After the "training" by the American media, to an ideal lifestyle of consume, advertisement tends to make the product not just "another" product competing in the market, but a symbol of a hypothetical lifestyle, an ideally different social status on a horizontal plain of identical reality, based on marginal differences the consumer will soon look for.

A brand of shoes doesn't differ from the other as an object, rather as a symbol of the lifestyle it represents, no matter how realistic the idealization.

For this reasons the figures of the painting have been almost solely taken from advertising stills; the only difference is in the brand they're wearing, never the same as in the actual advertisement.

Someone that chooses to wear Adidas is usually different from someone that chooses Nike or Calvin Klein as the hypothesis of a different individual.

It's such a well known reality that can easily be banal in itself or be made banal, but I think the habit to this idealization shouldn't be enough to give it for granted.

I'm not trying to propose a new problem, just to give attention to an excessively dismissed point inside an abused concept.