

Grimes
Selling Out



Selling Out is an online exhibition featuring the artwork of Grimes. Presented by Maccarone, Los Angeles, this is Grimes' debut with the gallery. The retrospective-like presentation spans the last 10 years of her practice and includes: original drawings as well as digital prints, photographs and video. The exhibition is live on www.maccarone.io. Grimes is also featured in Maccarone's viewing room on [Gallery Platform LA](http://GalleryPlatformLA), live from Thursday, May 28 - Thursday, June 3.

Grimes is a project rooted in DIY production — an interdisciplinary endeavor derived from the self-taught artistry of its author, c Boucher. Boucher's creation is titled Grimes, a persona and the imagined realm that she inhabits, spanning art, music, fashion, technology and film. The origin of Grimes recalls a sculptor's process: actualizing a cerebral concept into physical reality, imagining raw material into being. Grimes takes form as a simulation combining gamer fantasy, anime and manga, science fiction, apocalyptic omens, and anachronistic fashion, among other genres.

Boucher drew her own world, filling copious, diaristic notebooks with mythic and psychedelic imagery, borrowing from Art Nouveau, Aztec, and surrealist iconographies. She approached songwriting and music production with the same method — a self-contained practice in the studio: looping, layering, and sampling sounds into her own audio landscape. Grimes is the result of innate audiovisual experimentation.

Selling Out explores the notion of identity potential in the digital age: the ability to create, augment, and manifest ourselves outside of our biological limits. Boucher does so with WarNymph, a digital avatar executed in collaboration with her brother and artistic partner, Mac Boucher. WarNymph is birthed out of machine learning and stands in as a concurrent self for the virtual realm, reconciling the psychological dissonance of splitting oneself between digital ideation and mundane reality. An avatar takes on the burden, untethering its biological counterpart from the online world. WarNymph transcends mere replica;

presenting a new non-human entity, an "Otherkin." The exhibition features WarNymph in a series of digital photographs, capturing the avatar at different points in her life cycle, as both an infant and a young woman. WarNymph is portrayed as a winged warrior and a goddess-like figure, presiding over a dystopic, futuristic universe. *WarNymph Prototype #2: Tyrant* specifically appropriates historic Baroque sensibility in its incorporation of the ancient. *AI Meditations led by WarNymph* is a meditation series, achieved by feeding meditation literature, video game scripts and social media accounts to AI. WarNymph vocalizes the resulting text through deep fake technology. The meditations are a re-aestheticization of the health and relaxation genre, whereby artifice becomes a means to wellbeing.

Selling Out, a conceptual artwork that lends its title to the exhibition, is the culmination of Grimes' holistic art practice. It expands upon the conceit of partitioning and re-administering one's identity, whose art is their soul. *Selling Out* is executed as a contract in which Grimes sells a fraction of her soul, formalizing the idea that every time an artist sells a piece of their art, part of the soul is sold with it. The purchaser will enter into a contractual agreement that outlines the terms of ownership and ultimately the connection to the joy of artistic expression.

Grimes further dissects notions of artistic integrity in her juxtaposition of hand drawn works alongside digitally-rendered editioned prints. *Selling Out* challenges the idea of tactically-made art as superior to the virtually-made — as if an artist can distill their identity through pen and paper, but a computer belies their true self. This idea is founded in the potential for perfection in the digital realm. Mistakes connote authenticity, and without them, we are accused of contrition. Grimes challenges this expectation, exhibiting her finished, perfected album covers in addition to the unused options. The failed attempts are revealed from privacy, exposing creative vulnerability in a self-deprecatative act of selling oneself out.

For more information on the exhibition, visit www.maccarone.net or contact us at press@maccarone.net. Please contact Dvora Englefeld at dvora.englefield@ledecompany.com or Cara Hutchison at cara.hutchison@ledecompany.com for inquiries regarding Grimes.

Image: Grimes, *WarNymph Prototype #1: Battle of the WarNymphs*, 2020. Archival pigment print. Edition of 3 + 2 APs. 60 x 100 in (152.4 x 254 cm). Courtesy of the artist and Maccarone Gallery. Photo credit: Elon Schoenholz.