



JEANETTE HAYES
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Notes on The New Year
by Alice Söderqvist



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NOTES ON THE NEW YEAR

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1.

This year marks the 20th anniversary of Eminem album *The Slim Shady LP*, an album written from the perspective of his alter ego, Slim Shady. The year after, Eminem released the song *The Real Slim Shady*. At this time Eminem was stirring debate and enragement because of lyrics containing profanity and violence, many of his songs mocking the haters and squeamish conservatives. In *The Real Slim Shady* video, Eminem is multiplied into several different doppelgangers, all blonde and mischievous. He invites the real Slim Shady to “please stand up”. But, actually there is no “real” Slim Shady.

2.

This year marks the 10 year anniversary of James Cameron’s *Avatar*, the highest grossing movie ever made, and now sci fi classic.

3.

In *Pick a Persona*, the character Jeanette Hayes, too, is multiplied, enhanced. She is Marilyn Monroe, she is Lil’ Kim in yellow hair, she is Spongebob Squarepants, she is a bored child at an art museum. Soundtracked by chopped and screwed-sounding Beyoncé hits. It’s an uncanny fever dream conjured of her favorite memes and



Jeanette Hayes , details from *Pick a persona*, 2018,
images courtesy of the artist.

Youtube-videos, a blonde ambition tour of the Instagram age. At first you are greeted by Italian women with bleached hair -

Cut to Game of Thrones

Cut to a Youtube video of a girl dancing

Cut to anime

Cut to Formula 1 cars

Cut to... The work follows the same fast logic as the explore feed where the pastiche predates the original, the meme precedes the model. The featured pop song singers you hear are slowed, dragged out, made unrecognizable - illusions of fixed and authentic identity are challenged. "As I've said in the past, if you put something on the internet, it's mine. And I mean that vice versa as well [...] Anything I put on the internet is yours, too.". The words belong to the artist and is included in an interview with Hayes about the hate-messages she received after the anime online community targeted her.

4.

I watched parts of Netflix documentary *American Meme* the other day. Creating content, being the content - it's a confusing type of freedom. Social media apparently enables one self to chose the narratives of your identity. The character of publicity and identity has become more volatile in the age of social media, and the notion of the private and public has been diluted and distorted. The influencers are depressed and lonely.

5.

10 year challenge: With the exceptions of Jake, Norm and a select few others, all humans are expelled from Pandora and sent back to Earth, after which Jake is permanently transferred into his avatar with the aid of the Tree of Souls.



ABOUT THE ARTIST

Jeanette Hayes (b. 1988) is a painter/multimedia artist originally from Chicago, based in New York where she received a BFA from Pratt Institute. She has previously exhibited at Half Gallery (New York), the Hole (New York), Bleecker Street Arts Club (New York), M&B Gallery (Los Angeles), Motelsalieri (Rome), and Castor Gallery (New York).

ABOUT THE AUTHOR

Alice Söderqvist was born in Gothenburg, and is based in Stockholm. She has a bachelor's degree in art history from Södertörn university.

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