

BETWEEN SPACES

Same Soup Different Flavour: 100 Pairs of Converse Shoes

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The Converse brand has been around for a hundred years, so it is safe to say that most of the population can recognize their shoes. It was only a matter of time before Converse shoes directly affected me and entered into my consciousness. After looking at my growing black and white shoe collection, I wondered why I had not included the classic black and white Chuck Taylor's into the mix. Since that realization, I began noticing the shoes everywhere; walking down the street, running through the halls at school, plastered on billboards and posters, splashed across the pages of glossy magazines and for many artists, used as a medium. As I spotted the shoes at every turn, I also became aware of the variety in designs, which is what sparked the idea for Same Soup Different Flavour: 100 Pairs of Converse Shoes.

Using an object that is widely recognizable and has earned a prominent role within popular culture, I was influenced by the Warholian aesthetic, of using an uncomplicated representation with the intention of shifting its interpretation, allowing the viewer to dissect and analyze the object and its purpose. Continuing the idea of mass production of an object, this is facilitated through repetition and large quantities of imagery.

Using the shoes as an undisguised object, with its mundane and utilitarian function, and considered a ready-made, they are brought into the realm of high art, while also commenting on branding and the power of advertising. By using a variety of designs and colours, I am underlining the idea of designed obsolescence within mass consumption, where design options and availability have become endless, with the intention of helping express the individuality of the consumer and best contribute to their own image.

Showcasing the shoes in this clean and ordered format allows the viewer to focus solely on the shoes and compare the differences between each pair and recognize how each have been worn and shaped individually. I have essentially created a portrait gallery of an object that is used as a method of personal expression, while also acknowledging that the object has become a fashionable commodity in pop culture.

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Krista Jahnke uses photography and architecture as inspiration, as well as to satisfy her curiosities. She currently lives and works in Vancouver and likes to ask a lot of questions.