

~GIM_IRL :)

The GIM girls of the ~internet museum is a space where a hyper-subjective notion of the girly online experience is constructed by showing the artistic productions of girls on the internet, with an appreciation for: sincerity, online-self-branding and the creation of knowledge from subjectivity.

The museum's objective is the gathering of different artworks informed by the internet and created by girl artists. The works are also chosen based on a quota of sincerity or absence of irony. It is important that they represent a subjective experience of *girliness* on the web that can transform its individual perspective into a more universal statement when in the right context, in this case, the coexistence with similar works in a tumblr-native museum.

A sensibility to translate artistic intention into *online-self-branding* is also appreciated, seen here as the ability to construct a social-network presence that in its constant interaction with other users/personal-brands, produces concepts and values that ultimately affect the meaning of the artworks. Though branding is a term borrowed from the marketing world, the museum thinks of it as something that "[...] can be done with functionless art intentions rather than functioning business intentions" – quoting Kevin Bewersdorf – "[...] this personal empires are the great artworks of our time [...]".

The acknowledgement of online-emotions as inseparable from real-emotions is another core idea that motivates the museum's selection. If technology and humans have been connected in many different ways for a long time, it appears ridiculous to think that a clear separation between emotions-online versus emotions 'in real life' can actually exist. Online life is as real as material life for the cyborg individual of the present, and they are as intertwined as technology is with our current lifestyle. The museum values the kind of artworks that deal with this fluidity, react to the permanent interaction between online/real-life and that show the new realities that this conditions prompt.

Dealing with feelings and emotions in a self-reflexive way is usually linked to a feminine practice that is somewhat marginalized. In her essay about the male gaze and camgirls, Michele White describes how the internet user is too close to his/her screen in an intimate position that is related to feminine qualities because it is considered to be in constant dialogue with his/her own image. This is then culturally coded as undesirable, as opposed to the dominant, detached and objective gaze that is expected from a male subject. The opposite of this cultural codification is what the museum finds desirable; it looks for a dialogue

with personal emotions that leads to the recognition of new ways of interacting with the world/web from a feminine perspective, and that are thus productive and new.

The artworks' transition from the tumblr-museum into the physical world aims to bring them closer to an audience that might be left out from the specificity of social networks. It also promotes a different type of encounter with them that favors a more immersive and expanded experience, beyond the works' digital-small-screen origins. The internet is to be considered as something that *informs* these artistic productions and never as an actual *medium*, and so these artworks are un-finished and permanently transformed by the different ways in which they can be shown IRL.

– GABY CEPEDA
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