

ARTIST STATEMENT

Milica Jovicevic works under multiple frameworks with a primary focus on the mind and body how it is related to humans instinct to consume.

Today's external urban impulses are dominated by a capitalist economy. Materialism and consumption is so influential it motivates mindless bodies, all increasingly tricked by pseudo individualism. Jovicevic plays with this dominant cultural perspective by often adapting an aesthetic reminiscent of a fetishized consumable commodity. Hence, a lot of her work is influenced by today's advertising and media-scapes, looking at their techniques and how they effect how society intrinsically, and often unconsciously, consumes.

Some of the conceptual and theoretical implications that she deals with are in response to issues of the body and the mind under a Freudian psychoanalytical model. She is interested in many forms of neurosis, like hypochondriasis and body dysmorphia, in relation to the psychosexual development theory. An example is psychosexual projections on personality traits, such as anal-retentiveness, or obsessive compulsiveness.

Furthermore, body objectification and abstraction, and the role of the body and mind in the food and medical industry, is a reoccurring perspective under which her work lies in. Jovicevic has also done extensive research on controversial agricultural procedures, specifically in the field of poultry production and the effect it has on humanity and our environment.

The above theoretical frameworks along with her passion for color theory can explain the prevalence of a hyper-hygienic, sterile, or graphically chromatic aesthetic in the artwork.