

## Who is Amber Jam?

For her artistic research I.F. utilises different alter egos, sometimes taking on their roles and creating their art, if necessary. This allows her to take on different viewpoints and to enrich artistic potential, more so due to the fact that the characters can collaborate. For I.F. this constitutes a positive defiance, to be at the same time artist, her own manager, investor and coach. The alter egos, help her to distribute the duties and to categorize the working and thinking processes. This approach is also a method to reflect on psychological phenomena, such as the dissociative personality disorder and *Ego-State*. This issue preoccupies I.F. since she experienced certain surprising character traits in people within her social environment.

Furthermore, the tragic fates of public personalities like Anna Nicole Smith, Heath Ledger and Britney Spears that were discussed abundantly in the media, still pose many questions. Another important influence for her is the social ideal that is still prevailing, of the woman as a Swiss Knife, having to be Mary Poppins in the nursery, Martha Stuart in the kitchen and Madonna in the sheets, while her self-fulfilment and her financial autonomy are very welcome.

Amber Jam is a character with a liberating effect, whose biography and cultural influences determine a certain working method, which will be explained in the following texts.

## Biography of Amber Jam

Amber Jam was born in 1990 in Kingston, Jamaica and grew up listening to the songs of Bob Marley. In 1997, she and her father immigrated to Portland, Oregon, where she visited the Portland State College of Art and finished her studies in 2017 with distinction.

She was, amongst others, student of Professors Rachel Hines, Tia Factor, Briar Levit, M. Michelle Illuminato et Burke Jam.

With her works she reflects upon phenomena of contemporary changes, particularly about the fast-moving nature of time (BLURS), the superficial (TEARS) and the sensory overload (BOLD MOLD). She connects her work to the domains

of “looking at sth.”, “thinking” and “feeling”. Her side projects contain experiments with modelling clay, glitches and vaporwave, devoted to the maxime: “Be playful!” In her point of view we are currently transitioning from the age of information to the age of wisdom.

The following conceptual texts have been developed during conversations of Amber Jam with Miss Prof. Dr. Katzbach, who is also a fictional character by Inge Förtsch.

## BLURS

[Ello.co/amber\\_jam](https://ello.co/amber_jam)



Between  
Darkness and light  
Colour and night  
Blindness and sight  
Agony and delight  
The lines  
Blur

(written for Amber Jam on ello.co by @noiseislife)

Photography with a very high resolution captivate our attention, but they can also be tiring. The fast-moving nature of everyday life does not only reflect in the abundance of images, which has only been growing since the 1980 and seems to be carried to the extremes by the social platform of Instagram. In order to produce a surprising and at the same time provoking effect, its *users* apply sometimes the blur effect as a stylistic element to their photos. Like painters Gerhard Richter and Pablo Alonso the BLUR offers the possibility to see certain images with a different view and emotion.

The exterior being blurred, the spectator becomes withdrawn into him-/herself. He can now empathically blend with the fictional spectator imagined by the artist and reflect on the emotions surfacing. This can be a meditative activity, building a dialogue between the neuronal and optic capacity and the artistic viewpoint.

Differently than Gerhard Richter, Amber Jam does not attempt to irritate the spectator. The BLURS are created to give off a pleasant and inspiring vibe, where the potential of memory-capacity and creativity can flourish.

Amber Jam proceeds on the assumption that, being human, one sees everything in a blur at all times, like it has been said by Sokrates: "I know one thing, and that is, that I know nothing."

With the BLURS, where Amber Jam utilises sometimes up to five different effects until finalization and she refers also to painting. She poses the question, how advanced (or regressed) the artist has to be in the technological field, so he can stand his ground in the overflow of images.

# TEARS

Facebook.com/ambjam



## TEARs

BY TRANSMUTING  
my tears into  
ART  
I let go  
of all the things that  
attach me to this life  
ALL DESIRES  
ALL LOSSES  
EVERYTHInG  
and  
EVERYOnE  
become a simple, beautiful shape  
CRAFTED CAREFULLY  
and with intent  
TO BE A  
SyMBOL of what might have been  
could have been  
BUT IS NOT  
a small entitiy  
on its own  
but A GIANT in its sum.  
I BECOME tears BECOME me.

The TEARS project is, other than expected, not only about sadness and emotion, but also about coded and compressed information. Artist E-Moto claims to have influenced water quantum-mechanically in a manner that his emotions influence the crystalline structures of the water in its frozen state. In this manner he produced photography with structures corresponding to certain emotions. Is it possible to save information in water and to visualise emotional states using neuronal frequencies? We know that it is possible to engrave data into diamonds and glass with laser technology. The everyday use of those data storages seems to be in the close future.

The tear, on the other hand, is very ordinary, although appearing in extraordinary situations. She contains, on the material plane, many information about the one that cries: his genome, hormones, illnesses and much more. She is also a sign of an individual having overwhelming emotions. This seems to be the reason why the - out of sadness - crying person is often despised. To cry in public in the first world, that's coming it strong, isn't it?

The reasons for a tear can be very complex or very simple and the reason for its biological apparition aren't entirely clarified yet.

As a symbol, the tear is particularly simple, and that is why she is very popular amongst graphic artists. In certain social milieus the tattoo of a black tear on the cheekbone means to have committed a murder.

Graphically, the tear is nothing but a circle with an exterior point. While crying, we try to find ourself again, to find back to the middle, the inner harmony. On a mathematic scale, the tear has, like the circle, an infinite amount of points. We find tears while marking texts online, or, turned upside down, as a GPS localisation icon.

The human tear seems to refer to its origin and directs, in this way, our attention to its reason of being. Formally, the human tear is much more variable than its symbol, she is full of bigger and miniature curves. Therefore Amber Jam does not use templates/stencils, she draws all of her tears by hand. The formal fluctuations that result from this process, are integrated and give to each tear, also by the choice of the paper, a singular expression. The renouncement to any three-dimensionality/spatiality means in this case, that there is a certain "Coolness" needed, in order to manage ones emotions.

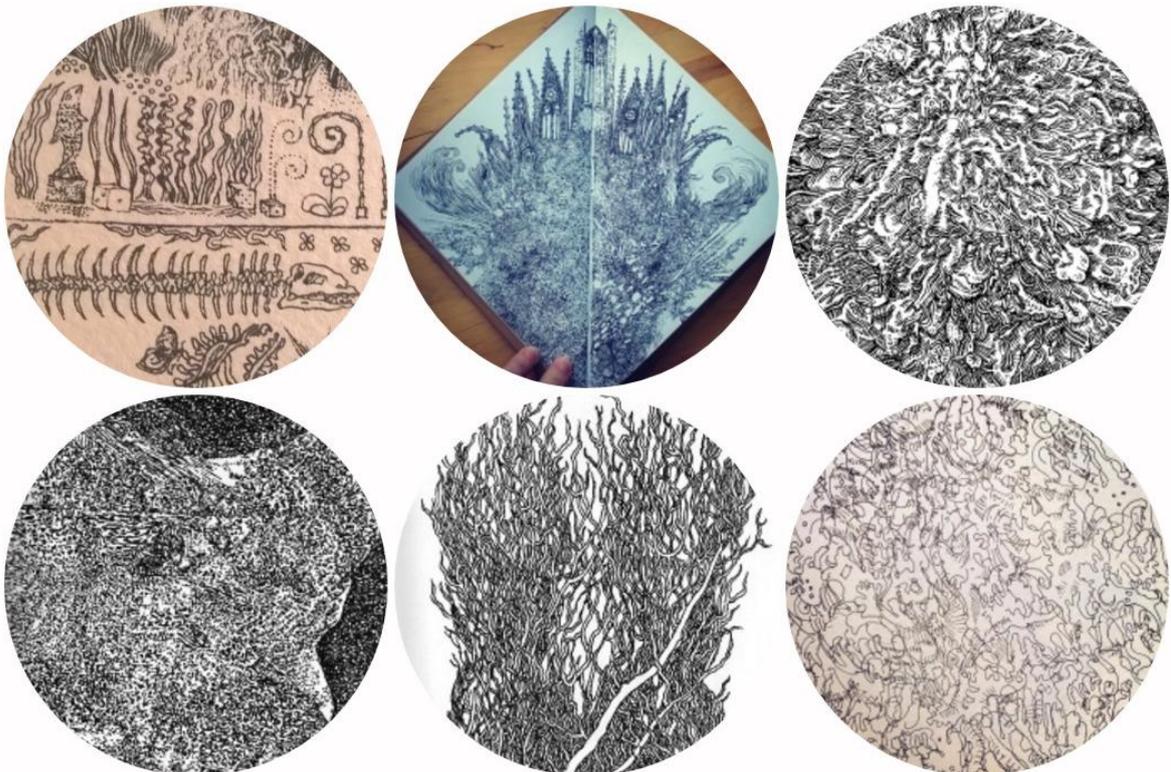
As distinguished from the glass tears by Man Ray, Amber Jam does not want to levitate the spectator into the sphere of dreams, but to reconnect them with themselves.

It is a profound wish for Amber Jam, that one day TEARS would be a mass product, so that everyone could have their own image at home, like a reservoir or a catalyst.

The TEARS club, which has been founded by Amber Jam, is a social sculpture, where she organises soirées with her friends, colleagues and neighbours. Everyone that wants to, can organize an evening, hold a lecture about something, which deeply interests him personally. Everyone present is invited to engage verbally and/or creatively.

## BOLD MOLD

[instagram.com/@amber64jam](https://www.instagram.com/@amber64jam)



The lichen, mould or mildew often cause a sentiment of disgust; almost always, when they are combined/in contact with the human body - less so on stones. Moss and algae's can have a highly aesthetic effect.

These plants, which stem from primeval times are, regarding evolution, older than trees and flowers. For Amber Jam this gives them a magic flair. The mould can instigate infections and stands probably in correlation with cancer. Many people in the social environment of Amber Jam have died because of different diseases and so she hopes to find acceptance with her work.

On the other hand certain mushrooms are necessary for the ecosystem, like for example in the intestinal flora. The use of antibiotics and pesticides destroys its harmony. The soft and fragile net of mushrooms can transmit information and reminds us of the neuronal tissue of the brain.

Why is it that some people still today try to heal illnesses like shingles with magic rituals, sometimes with success? Is it only because of a placebo effect?

Amber Jam enjoys visualizing things that are impossible to verbalize. The city as a living space gives room to sensory overload that can result in a stress and nervousness. In order to escape from this, many adults have started to draw in meandering lines, called Zentangles, others pass their evenings colourising prefabricated images.

Amber Jam, in her work, is also looking for a way to retreat - She draws her BOLD MOLD relatively big, starting in the middle, meditative and similar to the mandala, resulting in a "Zentangle on acid", as she calls it, inviting others to colour the copies.

During the year of 2016, Amber Jam has been drawing her BOLD MOLD - MARS edition. Everything that happened during this year and to the world, she integrated symbolically in a compressed way, merged and intertwined. This was an essay to interlace good and evil, happiness and sadness and to create links between light and darkness, the present and the memory.

She does not only use ornaments that can be interpreted as codified emotions, but also figurative elements. Sometimes we recognize wild animals and pets, houses, trees and ruins. Above this oscillating scenery flies the breath coming from several dragon heads, for healing or for destroying, we do not know. It represents nature, which encircled by civilization, revolts and induces, also on the inside of humans, crisis and conflict.

In this way the artificial, and also art are being constantly scrutinized, hyperlinked and re-contextualized.