

Artist Statement

Kamila J Gruss

## The Moon Girl

In the project "The Moon Girl or the dark side of social media where everybody seems to be happy," I delve into the shadowy realm of social media, where everyone appears to paint smiles on their faces. The sight of a girl, her face reflected in round mirrors, serves as a metaphor for our virtual images on social platforms. The initial countenance reveals sadness, but as we drift further from the truth, it becomes increasingly content, perhaps even slightly smiling.

I aim to illustrate how we distort our essence, constructing an analogy between the illusions of social media and the dark side of the Moon. We choose apparent radiance, saturating ourselves with reflected light, instead of confronting the genuine. As wisely articulated by Aleksander Radomski: "In this portrait, I build an analogy between the imperceptible, shadowed side of the moon and the reality we hide and reject in social media. In return, we opt for apparent brilliance, which is only reflected light, not the true one, our own."

It's unsettling to ponder how often we lead our lives submerged in the expectations of others, forgetting our true selves. The world would be a more beautiful place if we invested less in the affairs of others and focused more on the path dictated by our own hearts. "The Moon Girl" is a contemplation on how frequently we choose illusion over authenticity, blindly following the shimmering allure of social media.

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