



Ulrich and friend with tater tots

# Ulrich, Brian

Surrounded by a monoculture that tells you essentially how to get your whites whiter is Brian Ulrich a photographer residing in Chicago who has spent the last five years working on a long-term project making photographs that address American consumerism, and the result being the extraneous waste of the early 21st century along with the denouement that surrounds it.

The first chapter of his series of images opens with the defenseless faces staring at products in recognizable superstores, demonstrating universality, alongside the apathy involved with what appear to be choices within consuming impulsions. It appears as if Ulrich captures the moment the question of need is replaced with one where the subject actually begins to identify themselves with the object. Shiny packaging with bold bright letters litter the aisles of these stores, where they wait for the next indecisive easy make to stroll by.

Past the concrete slab, Ulrich advances to a series shot within thrift stores where the once cherished goods have become disc-

arded. Relics of what used to be complicated are rendered trivial and useless. It's like living in fast forward when the big box superstore photographs are mingling in a room with the thrift. Inevitably this all borders on the paradox of Ulrich creating

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another object for purchase. Will we find his in the aisles of our local Goodwills or Wal-Marts? Of course not. There is a different breed of shopper called the Client that we have not seen yet in his travels.

## NATIVE HABITATS

Brian shows with Rhona Hoffman Gallery in Chicago, regularly printed on the pages of Adbusters magazine, recently included in MP3: The Midwest Photographers Publication Project, and teaches at the School of the Art Institute as well as Columbia College.

Or check it out in his own words (and some others): [www.notifbutwhen.com](http://www.notifbutwhen.com)