

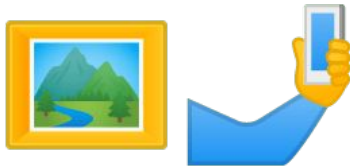


@

CC BY

# Critical Meme Thinking

[ image as material discourse ]





@

CC

# What is critical meme thinking? How can we use memes to reflect and impact our spaces?

How can memes be a tool for critical theory, how do we position ourselves in this new medium of discourse?



@

CC7



## Viv Qiu (they/them)

Output Field, Founder

Viv Qiu is a professional generalist based in the Bay Area, co-parented by Chinese immigrants and the internet. They work at micro and macro scales, shifting between object and theory, aesthetic and systemic.

They are a zealot for the experimental, the speculative, and the absurd. With ties to industrial design, research, curation, creative direction, they've made a home in concept as their core medium.





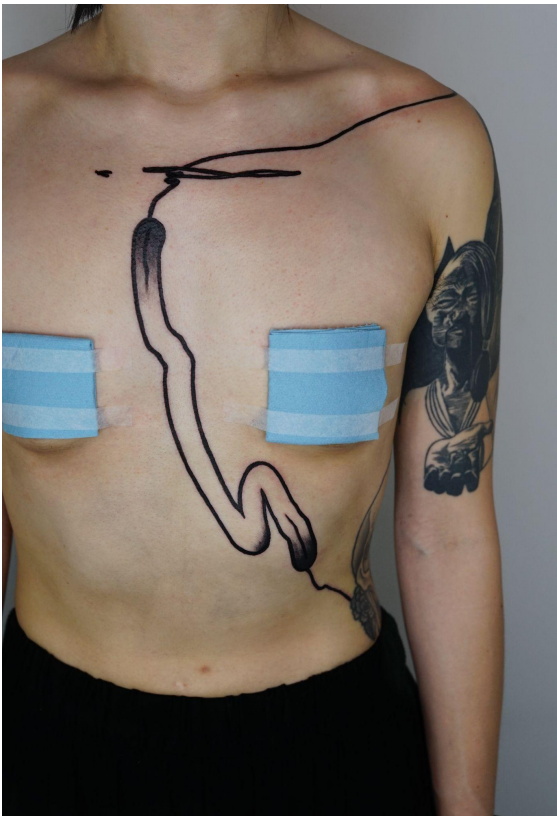
*Output Field*





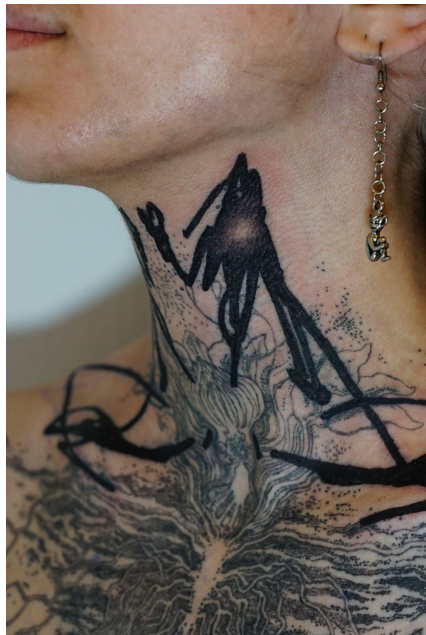
@

CCO



5

@pang.ink





@

CC

# Agenda:

- (1) Body Scan
- (2) About Me
- (3) My Memes
- (4) Their Memes (reference)
- (5) Your Memes (show and tell)
- (6) Our Memes (group discussion)
- (7) Activity (plotting)



@

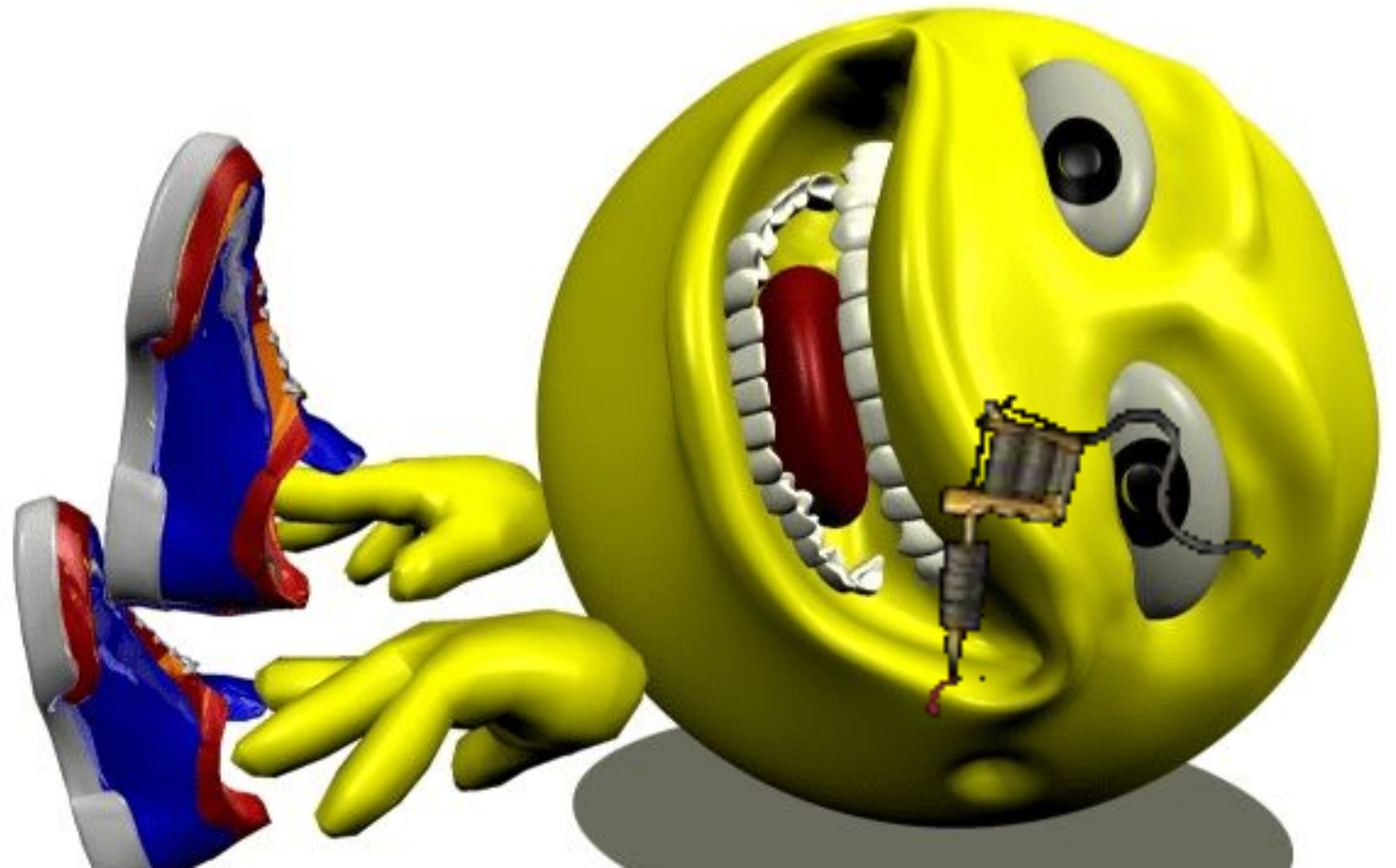
CC BY

# Body Scan (5 min)

Breath in. Breath out.



I'm passionate about tattoos  
I make memes about tattoos



@

CC BY



@

CC BY

through *critical meme thinking* I like to:

- 👉 discuss tattoo etiquette
- 👉 convene like-minded tattooers
- 👉 make observations about subcultures
- 👉 critique certain practices in tattooing
- 👉 exchange resources with tattooers
- 👉 spark discussion



# Critique Practices



@

CC5







@

CCAI

# Discuss Rules/Etiquette

nobody:

man clients:







@

CC BY

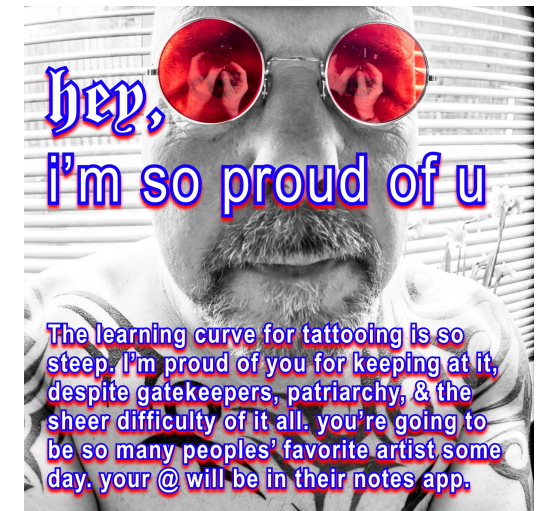
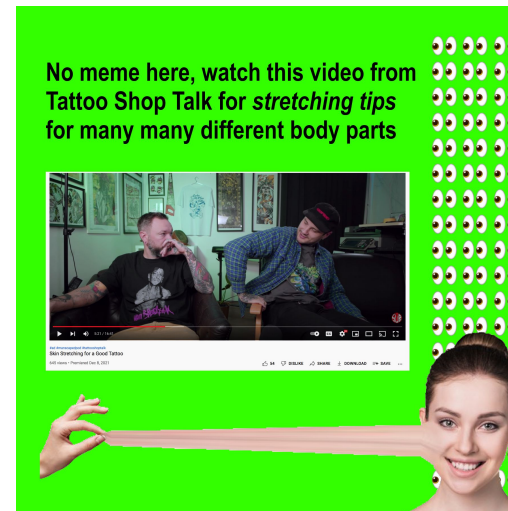
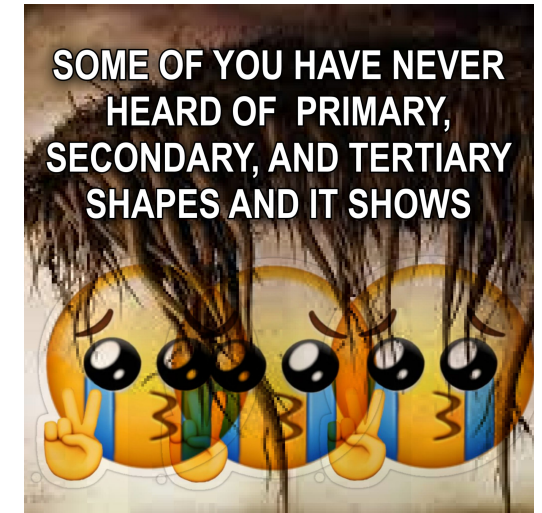
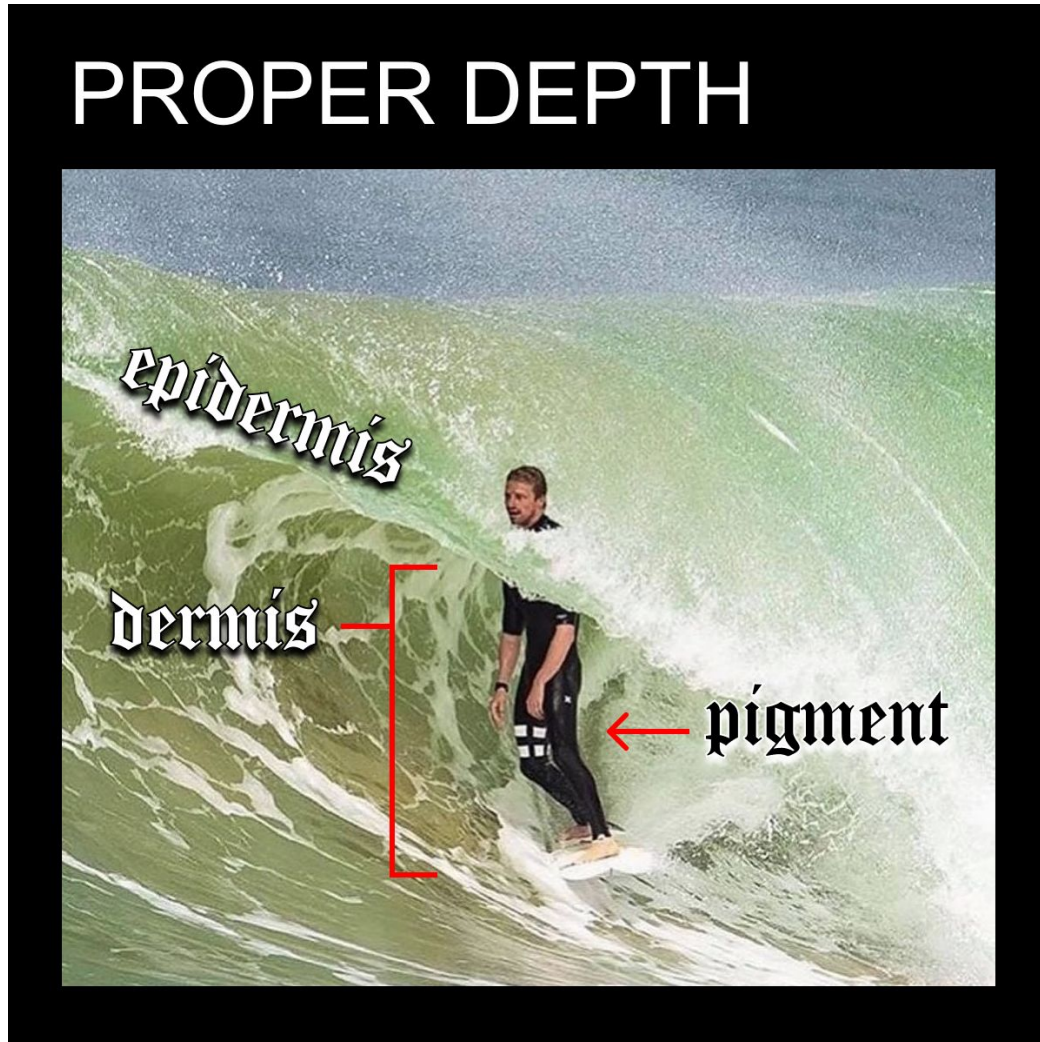
# Convene Like-Minded

creating culture, making observations, inside jokes.





# Provide Resources/Information/Support





## **meme (n)**

Content that captures and moves culture by means of iteration and circulation. It is the material of virtual discourse. In memes, the iteration is transparent.



@

CC BY





## critical meme thinking (n)

To iterate in a way that is informed by the relationship between image and culture.



@

CC BY



@

CC BY

# Meme is folk art, Meme is town hall

We are experiencing a transition: the people's medium has shifted from yarn and clay to memes and tiktoks. What is at hand is increasingly digital, and what is accessible increasingly expansive.

Memes are discourse embodied: much like AFK (Away From the Keyboard)\*\* folk art, memes are handmade; memes resonate within communities; memes are self-taught; memes capture cultural aesthetics and social issues; memes nourish niches; memes are dynamic, memes are adaptable, iterative, repeatable; memes are ever-applicable; but most importantly memes are “of, by, and for the people, inclusive of class, status, culture, community, ethnicity, gender, and religion.”



@

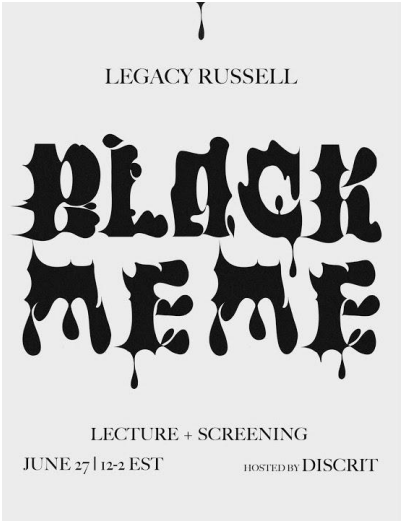
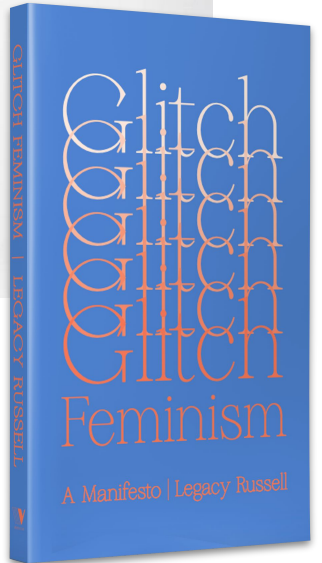
CC



\*Concept borrowed from Legacy Russell's Glitch Feminism, which argues against the concept Digital Dualism, positing that "IRL" is opposite to life online. Instead, L. Russell uses "AFK" to describe experience outside of the web.

Using archival media Russell will explore the impact of blackness, black life, and black social death on contemporary conceptions of virality borne in the age of the Internet.

Legacy Russell  
**Glitch Feminism**





@

CC BY

LEGACY RUSSELL

# BLIND MICE

LECTURE + SCREENING

JUNE 27 | 12-2 EST

HOSTED BY DISCRIT



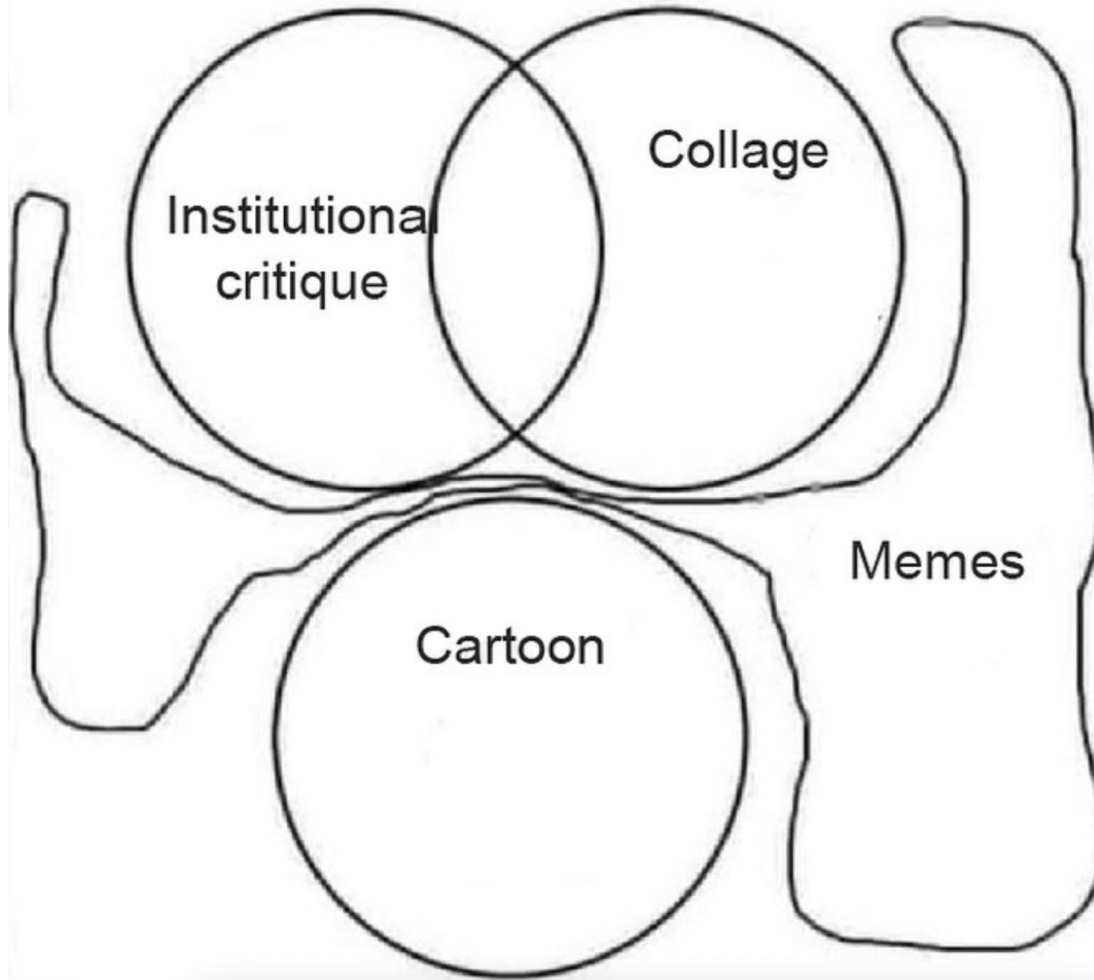


@

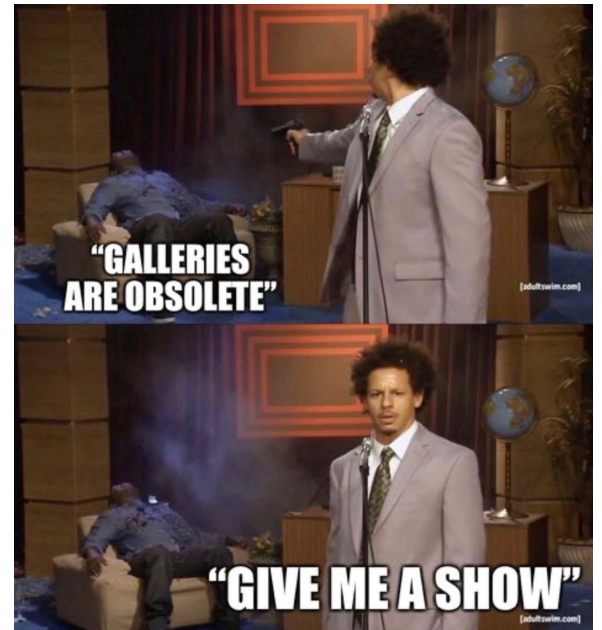
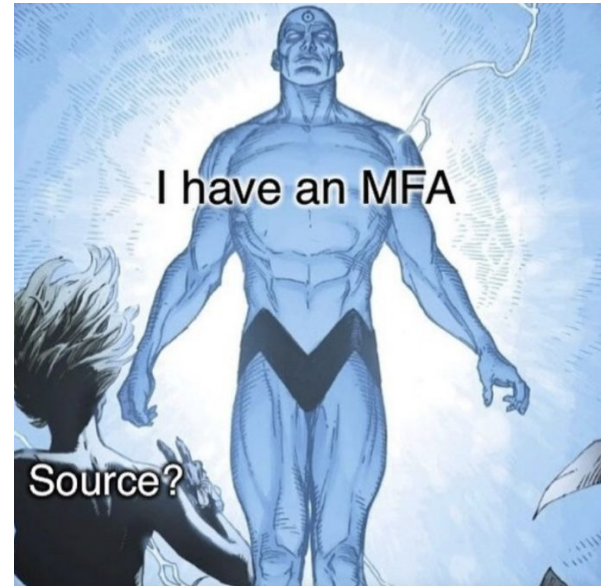
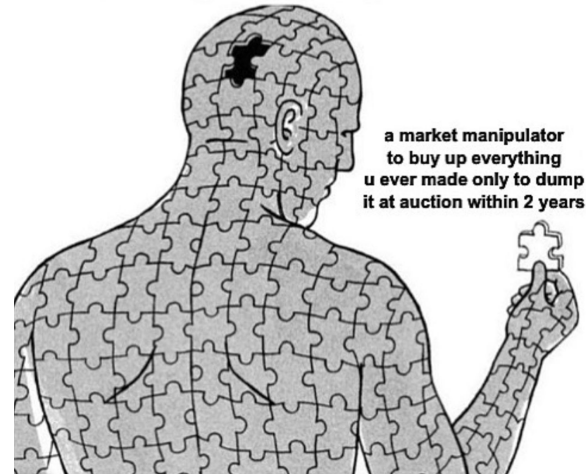
CC BY

# Artreviewpower100 & Freeze Magazine


Venn diagram of art according to meme deniers



**Sometimes what an artist needs is just one piece...**





A red carpet event scene with stanchions, lights, and a starburst graphic. The scene is set against a dark background. In the foreground, a wide red carpet runs across the frame. On either side of the carpet, there are silver stanchions connected by red ropes. In the background, a series of bright yellow lights are arranged in a line, creating a sense of depth and focus. A bright blue starburst graphic is visible in the upper left corner.

# Show & Tell



@

CC BY

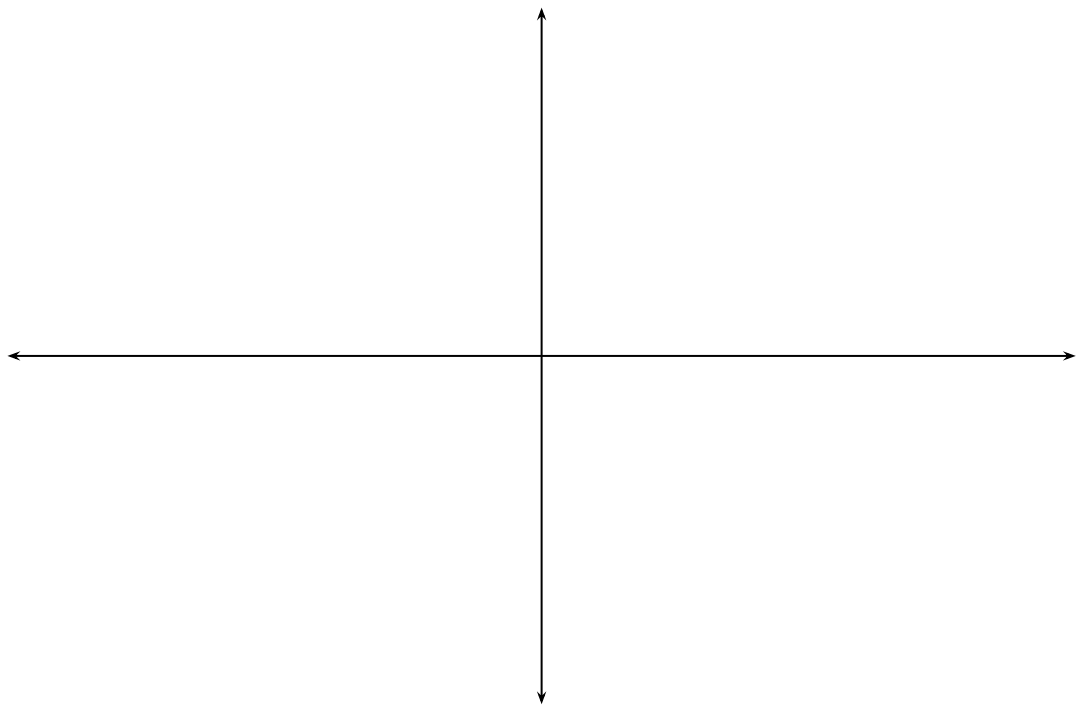
small ←————→ big

image ←————→ literary

celebrate ←————→ critique

←————→

**Activity:**



**Email:**

[viv@outputfield.com](mailto:viv@outputfield.com)

**Links:**

[@output.field](#) (IG)

[outputfield.com/bampfa](https://outputfield.com/bampfa) (recording)

[outputfield.com/volunteer](https://outputfield.com/volunteer) (join us!)



@

CC BY