

Span 2 & 3 Still Image



Artist Statement

markedoodle

Inspiration

Six years ago a friend and collaborator forwarded me a post from the Instagram site @physicsfun. It displayed a curious object that appears to be a kinetic sculpture. I was asked to recreate the piece for use in commercial photography. I immediately began researching different thixotropic fluids to develop a series of work based upon this inspiration. Four years later I finally discovered a silicone compound that allowed me to begin working on the creative ideas floating around in my mind.

When I tried to sit with my first kinetic sculpture prototype, I was surprised by how quickly my attention fractured. Even now, as I write this, every alert and half-formed thought of a notification tugs at my focus. Like many professions, commercial art operates under the expectation of instantaneous response. The darker side of this pace is the persistent fear of being unreachable, which creates a vicious cycle of compulsive checking. For many of us, this breeds a low-grade, daily anxiety that permeates our lives.

At the same time, I rely on social media to promote my work and maintain visibility. Its reach is extraordinary, yet its demand for constant engagement erodes our tolerance for slowness, presence, and sustained concentration. This conflict—the unprecedented power of social media for connection, paired with the anxiety and restlessness it fuels—is central to my motivation for this project.

42 cm x 85 cm x 17 cm

Span 5 Still Image



The Attention Economy

Much of our digital behavior is shaped by the “three-second rule,” the approximate time it takes to swipe to a new post, register an image, and evaluate whether it offers a dopamine reward. Platforms and advertisers use this metric to refine content that can hook attention instantly. Combined with the endless-scroll function, there is little to stop us from moving through a seamless stream of precisely targeted posts, ads, and notifications—all curated by data mined from nearly every moment of our lives.

As machine learning and AI systems grow more sophisticated at predicting and exploiting our impulses, questions emerge: will we retain the ability to engage in behaviors that do not deliver immediate stimulation? What then is the future of meticulous research without autonomy over our own attention?

Roughly 64 percent of the world (5.2 billion people) use social media. The scale of this engagement is unprecedented, and its long-term effects remain largely uncharted. Yet Problematic Social Media Use (PSMU) is not recognized in diagnostic manuals such as the ICD-11 or DSM-5. Has there ever been a behavioral pattern so pervasive, so culturally normalized across the globe, and yet so potentially disruptive to our wellbeing?

Span 1 Still Image



42 cm x 42 cm x 40 cm

Span 6 - 10 Still Image



42 cm x 85 cm x 40 cm

Span 3 Still Image



Motivation

My work makes an immediate and tangible connection between the sculpture and the viewer’s attention span. In my pieces, the bubble and the sphere move at a planetary pace—slow enough to seem still, yet undeniably in motion. Light refracts and reflects off the surfaces in ways that invite lingering, but tension arises because there is no screen to swipe, no progress bar to skip ahead. At first, viewers often think the sculpture is static. Then comes the surprise when they detect movement. The real tension begins when they recognize the level of patience required to follow that movement to its conclusion.

I am driven to create work that gently forces viewers to examine their own behaviors of attention: their thresholds for stillness, their impulses toward stimulation, their discomfort with waiting. This reflection is conceptual but also literal, embedded in the reflective materials themselves. This intersection—between visual beauty, behavioral insight, and scientific research—is where my motivation lives.

My hope is that these sculptures encourage viewers to consider how technology has reshaped their habits, perceptions, and sense of presence. Through something as simple and beautiful as a bubble drifting past a sphere, I aim to promote scientific research, critical thinking, self-awareness, and a renewed capacity to slow down.