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info@rulegallery.com 303-800-6776

# feature shoot

## Bizarre Photo Mash-Up The Natural World And Consumer Society

Amanda Gorence, June 13, 2014



Jason DeMarte, Manifest Destiny, 2011, archival inkjet print, 43 x 33 inches/ 109 x 84 cm

Quiet now, don't disturb the herd of...cheese puffs? Photographer [Jason DeMarte](#) throws us for a loop with his series *Nature Preserve*, an exploratory mash-up of the natural world and the consumer environment of contemporary society. The series is made up of digital composites combining images of fabricated and artificial flora and fauna with commercially produced and processed products—hence the Cheetos, sugary donuts, and flowery bouquet action here. His representation of nature with bizarre, unnatural elements “speaks metaphorically and symbolically of our mental separation from what is ‘real’ and compares this with the consumer world we surround ourselves with as a consequence. Ultimately this work is an investigation into the manipulation of truth,” DeMarte says.