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### NEW EXHIBITION UNRAVELS OUR ADDICTION TO DIGITAL CULTURE

*Artist Kayla Mattes's hand-made weavings explore memes, gifs, TikToks, and more.*

**East Lansing, MI** – The Eli and Edythe Broad Art Museum at Michigan State University (MSU Broad Art Museum) is thrilled to announce the newest exhibition in the Artist Project Series, *Kayla Mattes: DOOMSCROLLING*. Opening February 3, 2024, the exhibition presents different musings on our relationship to digital culture through a playful yet critical lens.

“I’m thrilled to collaborate with Mattes,” said MSU Broad Art Museum Assistant Curator Rachel Winter. “The joy and humor in her work provide both a moment of respite from daily life and a way to think through existential questions. Most of the works featured in the exhibition were created specifically for *DOOMSCROLLING*, and I hope visitors look closely at the many details that make up these handmade weavings.”

Mattes’s work includes references to memes, gifs, TikToks, Google searches, and other products of humans interacting with technology. The relationship between weaving and technology is formative to Mattes’s work. The development of early computers was influenced

by the early-nineteenth century Jacquard loom—a weaving device. Both share a binary logic: as where weavings are made from the intersections and overlaps between the warp and weft, or the vertical and horizontal elements on a loom, computers operate based on a binary logic of zeroes and ones. Through algorithmic-like processes, these machines generate their final products. Weaving, however, has historically been considered “women’s work,” as where technology and data are male-dominated fields, even though the first algorithm was written by a woman: Ada Lovelace. Now, technology is an omnipresent force in our lives, but we often forget how this came to be.

Through Mattes’s work, weaving invites us to slow down and look closely, actions that feel counterintuitive to the hurried pace of the internet and our lives.

“I’m honored to be presenting my first institutional solo exhibition at the MSU Broad Art Museum,” commented Mattes. “Creating the body of work for the show has been a transformative time in the studio for me, and I’m looking forward to sharing it with the public.”

*DOOMSCROLLING* will be celebrated at the MSU Broad Art Museum’s 2024 Winter Opening Party on Feb. 2 from 6–8pm. Visitors are invited to explore the museum’s newest exhibitions at this event while enjoying food, music, special guests, art-making activities, and more. All ages are welcome, and tickets are free. Learn more at [broadmuseum.msu.edu/events](https://broadmuseum.msu.edu/events).

**Kayla Mattes: DOOMSCROLLING** (on view Feb. 3–Aug. 18, 2024) is organized by the Eli and Edythe Broad Art Museum at Michigan State University as part of the Artist Project Series and curated by Rachel Winter, Assistant Curator, with support from Laine Lord, Museum Practicum Student and Curatorial Intern. Support for this series is provided by the MSU Federal Credit Union.



**The Eli and Edythe Broad Art Museum at Michigan State University (MSU Broad Art Museum)** connects people with art through experiences that inspire curiosity and inquiry. Presenting exhibitions and programs that engage diverse communities around issues of local relevance and global significance, the MSU Broad Art Museum advances the university values of quality, inclusion, and connectivity. Opened on November 10, 2012, the museum was designed by Pritzker Prize-winning architect Zaha Hadid and named in honor of Eli and Edythe Broad, longtime supporters of the university who provided the lead gift for its creation.

**Michigan State University** has been working to advance the common good in uncommon ways for more than 150 years. One of the top research universities in the world, MSU focuses its vast resources on creating solutions to some of the world’s most pressing challenges, while providing life-changing opportunities to a diverse and inclusive academic community through more than 200 programs of study in 17 degree-granting colleges.

Image: Kayla Mattes, *DOOMSCROLL* (detail), 2022. Courtesy of the artist.

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MSU Broad Art Museum representatives are available for interview.

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