

# Basic Detail Report

---



## It's What's Inside That Counts

**Date**

2016

**Primary Maker**

Rachel Maclean

**Medium**

Digital video, edition 4 of 5 (+ AP)

### Dimensions

Duration: 30 mins (30 mins)

### Description

Rachel Maclean's videos conjure luminous fantasy worlds, constructed through green screen technology and digital editing herself. The artist frequently performs all of the characters herself. *It's What's Inside That Counts* critiques the excesses of consumerism in Western society. It draws from genres such as children's television, video games, British comedy and reality TV, to present a candy-coloured world where happiness and childhood that have been packaged and sold, with disturbing and dark consequences.