

DESTIJLIFE

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DESTIJLIFE | GROCERY SIGNS GLOSSARY

DESTIJLIFE - The name Destijlife combines the Dutch art movement *De Stijl*, sometimes pronounced 'duh style', with *Still Life* into a pun of 'the style life'. The art movement De Stijl (1917-1931) composed pure abstraction from straight lines and primary colors. The reduction of the image to fundamentals was a counterpoint to expressionism. The word Destijlife jams that fundamentalism together with the Still Life genre (traditionally a painting of observed, collected, and arranged inanimate objects) into a noun implying pure image concoction by means other than expression. Destijlife achieves its purity by using the tools of computer programming to generate content from the existing material of the internet and displaying all possible iterations given a set of limitations.

GROCERY SIGN - A grocery sign is a large poster usually placed in the window of a supermarket to advertise specials. The Grocery Signs created by the Destijlife application GROCERYSIGNS.DESTIJLIFE.COM use 4 templates sourced from local Key Food Supermarkets signage.

FEED - The feed refers to the completely automated scrape and display function of our application. The function randomizes all possible selections without user intervention, thereby removing the hand as entirely as possible. The script runs on a cloud-based server and displays via a live "feed" based online at GROCERYSIGNS.DESTIJLIFE.COM/FEED.

DOLL - The doll was originally conceived in the practice of Montgomery as a studio companion composed of discarded shims (see the definition of shim below for more information). The doll, similar to the Grocery Sign, is a template (head, shoulders, hips, and calves) filled by a modular unit, the shim. Much like the human body, its shapes and sizes are innumerable. Destijlife, through the website DOLLINDEX.COM, randomizes the process of composition while the artist merely assembles the figure.

SHIM - Shims are thin pieces of construction material typically used to fill in a gap or as a leveling device and are often made of cedar, a rot resistant type of lumber. They are used in two places in Montgomery's work, the "shim painting" and the "shim doll", both of which are composed of articulations of the modular unit that form the basis of an expressive visual language through repetition and difference. They are present in the Destijlife application suite as SHIMINDEX.COM and DOLLINDEX.COM, two tools that allow the user to compose a doll or painting by displaying all possible iterations given a set of limitations.