



Artist: Hanafiah bin Waiman

Title: Apple vs Samsung

Year: 2022

Medium: Digital Print on canvas, oil pastel and acrylic

Dimension: 178cm x 100cm

Description:

Brand has become the material in which one builds personality. Teenagers tend to identify oneself through the objects that they have acquired. Especially by possessing luxury objects, a teen believes he or she is held in high esteem, as if belong in the higher order of society. As such, possessing luxury brands, especially by owning expensive, electronic gadgets, a teen addresses the desire to maintain their ego as being part of the high society.