



Artist: Hanafiah bin Waiman

Title: Drowned and Obsessed

Year: 2022

Medium: Digital Print on canvas, oil pastel and acrylic

Dimension: 200cm x 100cm

**Description:**

Consumer socialization speaks of the phenomena whereby a youngster becomes materialistic due to influence from the society and the social surroundings. The social norms becomes the way in which a young person defines what is important and valuable in life. This painting depicts the material culture that one is coerced to follow, and in doing so abide by the interpretation of reality that is reasonably consistent with their peers.