

Excerpt from Scott Heins, Gothamist Photos: ICP's New Bowery Museum Opens With A Show On Digital Identity, June 22, 2016



Photos: ICP's New Bowery Museum Opens With A Show On Digital Identity

BY [SCOTT HEINS](#) IN [ARTS & ENTERTAINMENT](#) ON [JUN 22, 2016 9:35 AM](#)



One of the biggest misconceptions about online photo-sharing is that we always present a curated false-self—that we over-use filters and dreamy locations to appear prettier and happier than we truly are. *Public, Private, Secret* shatters this delusion with its very first piece, Natalie Bookchin's *Testament*. Made up of dozens of shared online diary entries, it shows everyday people who have just lost their job, just gone on medication, and just recently been outed as gay, shouting and crying into their webcams, alone in badly-lit rooms. The speakers vanish and reappear, agreeing and arguing with one another in moments that reveal the patterns at work in our digital chaos.

Like *Testament*, numerous other pieces on display at the museum reveal that in our lowest moments, many of us turn to the "Upload" button for catharsis. ICP's new curator-in-residence Charlotte Cotton sought to create an atmosphere of unnerving self-reflection. "I realized that there was just no way to engage with the subject unless you make it personal. It's immediately unsettling," Cotton said, acknowledging that the show's broadcasts of 3-D anime pornography and, in another gallery, dead-eyed selfies uploaded with a #Hotness tag should be equally disturbing. "People are going to come in here and see parts of themselves they wouldn't want others to know about."



Video artist Natalie Bookchin's *Testament* combines individuals' online video testimonials. (Scott Heins/Gothamist)