

## *Multiple Choice*

2017

Oil, acrylic and spray paint on canvas

150cm x 130cm

A McDonald's customer sits by the window, dipping multiple french fries into pots of ketchup, BBQ sauce and garlic mayo. His multiple hands contort into little claws, like mechanical pinchers, which hold tightly onto the fries. Clouds float in front of the figure's head. He's day dreaming, salivating about the McDonald's meal deal he just bought, which included extra large fries. The familiar McDonald's logo has been re-depicted in a naive, cartoon style. Maybe this is a children's Happy Meal. The fries sprouting from the red cartoon look so delicious and enticing, it is as if the viewer can taste their familiar, salty flavour. His reflection on the right hand side of the image is painted in gloomy, blue tones and on the head of his mirror image hovers a colour wheel, which transports the painting into the digital tabs of a screen. Epp makes a commentary on the daily indulgences of fast food culture. After a night out. After a day of shopping. When hungover. McDonalds gives consumers cheap, immediate pleasure. It offers consumers a menu of easy choices to pick from. *Multiple Choice* conveys the gratification Epp feels when selecting and mixing colours for his paintings, which radiates on the same base level as when he takes the first bite of a Big Mac.