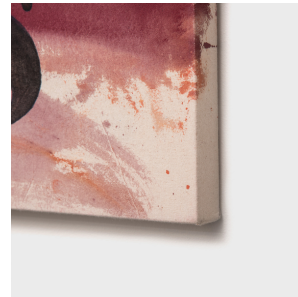

PAGODA RED



"PYGMALION EFFECT X" BY ALMUDENA RODRIGUEZ

\$6,180

2014 • Paint, Mixed Materials, Fabric • Collection #CAR030

W: 78.0" D: 1.0" H: 55.0"

Extracting images, logos and slogans from popular culture, Almudena Rodriguez rearranges these disparate signs in an attempt to map out a single vision determined not by original context but through aesthetic thought. In a series titled "Pygmalion Effect," the artist explores the popular psychological idea that greater expectations lead to better performance, questioning how an artist can influence the viewer's perception. Continued...



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"PYGMALION EFFECT X" BY ALMUDENA RODRIGUEZ

The mixed media on fabric work "Pygmalion Effect X" layers images and messages ranging from comic book illustrations to military camouflage, asking the viewer to stretch their understanding of style, meaning and perception.

