



## "PYGMALION EFFECT XI" BY ALMUDENA RODRIGUEZ

**\$2,980**

2014 • Spain • Paper, Paint, Ink • Collection #CAR035

W: 21.5" D: 1.0" H: 16.0"

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



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Acrylic, aniline, ink, watercolor, and embroidery on amate paper. Framed.

This artwork is available online only. Shipping lead time is 3-4 weeks.



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