



## "PYGMALION EFFECT VI" BY ALMUDENA RODRIGUEZ

**\$2,480**

2014 • Spain • Paper, Paint, Ink • Collection #CAR045

W: 23.25" H: 15.75"

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. Created with acrylic paint, aniline, ink, watercolor, enamel and embroidery on amate paper, "Pygmalion Effect VI" includes a Mexican beer logo and the image of Superwoman layered with abstract brushwork, asking the viewer to consider issues of female empowerment as well as to stretch while stretching one's understanding of style, meaning and perception. Continued...



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## "PYGMALION EFFECT VI" BY ALMUDENA RODRIGUEZ

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

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



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