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"PYGMALION EFFECT XVIII" BY ALMUDENA RODRIGUEZ

\$7,880

2016 • Wool, Paint, Fabric • Collection #CAR038

W: 72.0" D: 1.5" H: 50.0"

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. Created with acrylic paint and wool embroidered on hand-sewn fabrics, "Pygmalion Effect XVIII" challenges perceptions of gender roles and stereotypes, juxtaposing images of women with images of a plant reproduction method and an embroidered health warning found on cigar packages. Continued...



1740 W. Webster Ave., Chicago, IL 60614 • 773-235-1188 • info@pagodared.com

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In this richly layered work, the artist invites the viewer to stretch their understanding of style, meaning and perception.



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