



"PYGMALION EFFECT IV" BY ALMUDENA RODRIGUEZ

\$2,580

2014 • Spain • Paper, Paint, Ink • Collection #CAR043

W: 23.75" D: 1.0" H: 15.5"

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 and embroidery on amate paper, "Pygmalion Effect IV" layers images and messages that range from comic book illustrations to children's book illustrations, asking the viewer to stretch their understanding of style, meaning and perception. Continued...



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

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



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