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"PYGMALION EFFECT XIX" BY ALMUDENA RODRIGUEZ

\$8,280

2016 • Paint, Fabric • Collection #CAR039

W: 78.0" D: 1.5" H: 54.0"

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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The mixed media on fabric work "Pygmalion Effect XIX" explores gender stereotypes based on Mexican culture, layering disparate elements and forms to stretch our understanding of style, meaning and perception.

