
PAGODA RED



"PYGMALION EFFECT XVII" BY ALMUDENA RODRIGUEZ

\$6,880

2015 • Paint, Fabric • Collection #CAR040

W: 50.25" D: 1.5" H: 48.0"

Extracting images, logos and slogans from popular culture, Almodena 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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Created with acrylic paint on hand-sewn fabrics, "Pygmalion Effect XVII" celebrates the contemporary woman's determination to vanquish impediments that prevent her from moving forward, in a complex composition that urges us to reconsider style, meaning and perception.

