
PAGODA RED



"PYGMALION EFFECT V" BY ALMUDENA RODRIGUEZ

\$2,480

2014 • Spain • Paper, Paint, Ink • Collection #CAR044

W: 23.25" D: 1.0" 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, and watercolor on amate paper, "Pygmalion Effect V" juxtaposes Mictlantecuhctli, Aztec god of the dead, with a line drawing of a girl and a male comic strip superhero, asking us to consider ideas of self-empowerment while stretching our notion of style, meaning and perception. Continued...



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

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



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