

How often do you find yourself purchasing things? For me, the answer is often... if you asked my mom however, she'll likely say something different. However, how often do you find yourself believing these items are necessities even if they are created for the purpose of personal modification? From shaving cream to the latest teeth whitening product, the cycle of consumption seems to surround a culture of expectations that targets women. I was interested in companies that have managed to center societal expectations while still being consumed by self-identifying women. Their inherent marketing of sameness and conformity influenced my understanding of identity that I had unknowingly been buying into for years.

Beginning with the list inspired by the media's limiting perception of beauty, I seemingly worked backwards by highlighting the effects before the cause. Sunscreen, teeth whitening, nail polish advertisements... there always seemed to be more to fix, always more to change and always seemingly more to buy. From going back to source more images, to adding more line drawings, and imagining new ways to place it on the canvas the work was abundantly endless and abundantly more. I first began with creating line drawings of the vintage advertisements I found and then planning how they would look on canvas. Along the way creating this piece using solely pen, pencil, and embroidery was an enriching experience that challenged how I create art and utilize materials. Through bridging the gap of discomfort and comfort in the mediums I used I managed to challenge myself while simultaneously honoring the work I have done during my time at Oxbow. I want the viewer to immerse themselves in the work and to consider just how often they have unconsciously bought into the cycle of uniformity.

THE INESSENTIALS

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