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ARTIST'S STATEMENT

objectify

-fy verb suffix

Etymology: Middle English -fien, from Anglo-French -fier, from Latin -ficare, from -ficus –fic

1 : make : form into

2 : invest with the attributes of : make similar to

(definition from Merriam-Webster Online)

objectify is a series of photographic diptychs that uses the female body paired with objects to satirize advertised ideas about women. At first glance, these images seem curiously combined as the viewer seeks a connection. The poses of the female body are familiar from advertising; a waist with measuring tape, a leg with shaving cream, a hand showcasing an engagement ring. But it is the combination of the pose with object that changes the meaning of both and creates a curiously familiar, sardonic, and simultaneously disturbing connection. In addition to the visual comparison of imagery, a word, placed within a divisional black line, complicates the composition's inferred meaning. The word slowly emerges, similar to the surreptitious nature of advertised messages, and surprises the viewer by adding a verbal dimension to the visual.

While this series creates a sense of discovery and humor, nagging feelings about the familiarity of each connection linger. The pervasive nature of the visual and verbal connections echoes the nature of advertised imagery in our culture where female viewers are persuaded that something is wrong with them and can be fixed or remedied by the purchase of a product. In addition, media images of women have themselves become symbols of standards defining what is expected and accepted as "the norm" when in reality, the images have been transformed through digital technology and perfected to advertising's ideals. Like the products propelled at them daily, images of women are objectified, packaged and commoditized. This work defines a personal reaction to media manipulation, ideas of restraint, cultural ideas of constraint and emancipation.