

## Artist's Statement

Name: Sacha JEFFREY (Sacha POLA)

Title of Series: **#AMAZONPINUP**

A series of three graphic digital prints.

Having to engage with the Chifley Home online, I found a real disconnection with the physical aspects of the house and while I had chosen an object, I departed from utilizing the object in the physical sense. The object I chose was a cooling cabinet from the Chifley's kitchen – the object itself was charming to look at, however, the parameters of its physical form didn't inspire me creatively all that much. This being the case, I decided to use the object as a jumping-off point for a comparison of the prototypical domestic woman from the 50s and 60s to today's equivalent. I found the advertising of the 50s and 60s to be a strong aesthetic and societal starting point and from there I decided to create three posters that represent the complete re-imagining of women's role in society by popular culture (among other factors).

The 21<sup>st</sup> century woman, unlike her 50s and 60s counterparts, is typified by her conquest of old gender tropes. Nowadays a woman can be whatever she likes and she is not confined to domestic life if she doesn't want to be. My posters hope to combine the classic forms and graphic style of 50s and 60s advertising with a dash of contemporary graphic design. The women I have represented are strong, sexy and elegant and they represent an extreme of feminine guile that has become the stereotypical lens through which 21<sup>st</sup> century woman are construed in popular culture. Through this vision, I hoped to provide a counterpoint to what I found within the Chifley Home's walls; a place dominated by a strong powerful man (read: stereotypical 50/60s man).

The titling of the series: **#AMAZONPINUP** refers to the way that we tend to package and simplify both history and the present and these posters are no different – they are images of a stereotype that society has constructed to take to market. Incidentally Amazon.com's slogan "Work hard. Have fun. Make history", also seemed to wash quite well with the idea of a resurgent and omnipotent 21<sup>st</sup> century feminism. The title is intended as a word play between global conglomerate and marketing behemoth Amazon.com and the classical Greek myth of the Amazon tribe's godlike female warriors.

Perhaps in another 80 years, someone will be creating work that reverses the gender script once again, who knows what factors will shape future societies?

It is also my hope that these works will inspire the question: Are gender norms subject to fashion, are they purely utilitarian, or are they a combination of these and other factors? I would also like to add that while I could not be physically present at the Chifley Home, the power and attitudes of the time still seem to have found a strong current in my group of paired-back 21<sup>st</sup> century posters.

NB\* These posters were designed to be printed in large format so online viewers may need to zoom in to read small fonts.