

*Disclaimer -- Adult themes, nudity, profanity

For my project, I tackled topics such as the male gaze on feminine bodies (specifically, the commodification of women's bodies) in modern media, and the objectification of women in the porn industry via ads. I also connected this to the theme of disruptive software by having large, clickbait ad-like pop ups appear. These themes all mesh together in my piece by working against what common advertising online makes us want to do - close or escape the ads.

When my project is first opened, there is a renaissance style painting of Venus by Henri Gervex with two clouds protecting her modesty. In the corner there is a button labeled "Nude girls, click here!" in the style of adult website clickbait. Instantly, the audience assumes that by clicking the button they'll be able to see Venus nude. Instead a bunch of pop up ads appear and flash across the screen; the catch being that instead of your usual adult website ad photos, they are of (nude) renaissance women paintings. Additionally, the clouds covering Venus shift to reveal her body being censored by more adult website ads.

What I want the audience to think about is the nuances that are already there when opening my project without having clicked anything. What are they feeling when they see that clickbait styled button? What are they already perceiving women as when they click on it? Furthermore, the text on the ad are implicitly advertising women as objects "Fuck ugly/fat women tonight", "Cheating wives", etc. What are they feeling when they see these words? Not to mention the photos there are of paintings -- how have views on the feminine body changed from that era vs. the modern era?

A reading I took inspiration from is by Jussi Parikka: "Computer Viruses Deserve A Museum: They're An Art Form Of Their Own". I wanted to integrate the pop ups as a computer "virus" so that once the user clicked the button everything would freeze and simulate a crash. However, I had an exceptionally difficult time trying to code that up so I went with a more in your face pop pop style instead. Additionally, I took inspiration from the screening of "Barbie Liberation Organization" (1993) for the topic of women's bodies in the lens of society or the male gaze.

