

# Feminist Art in Postmodernism



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## What is postmodernism?

Postmodernism is a broad movement in many different fields like philosophy, arts, architecture, and criticism. It was a reaction against modernism often defined by an attitude of skepticism and irony.

Tate Modern describes it on their homepage as „While modernism was based on idealism and reason, postmodernism was born of skepticism and a suspicion of reason. It challenged the notion that there are universal certainties or truths. Postmodern art drew on philosophy of the mid to late twentieth century, and advocated that individual experience and interpretation of our experience was more concrete than abstract principles. While the modernists championed clarity and simplicity; postmodernism embraced complex and often contradictory layers of meaning.“

Further on, they write Anti-authoritarian by nature, postmodernism refused to recognize the authority of any single style or definition of what art should be. It collapsed the distinction between high culture and mass or popular culture, between art and everyday life. Because postmodernism broke the established rules about style, it introduced a new era of freedom and a sense that ‘anything goes’. Often funny, tongue-in-cheek or ludicrous; it can be confrontational and controversial, challenging the boundaries of taste; but most crucially, it reflects a self-awareness of style itself. Often mixing different artistic and popular styles and media, postmodernist art can also consciously and self-consciously borrow from or ironically comment on a range of styles from the past.

## Feminist art

One aspect of postmodernism was the critic on a male dominated world and the feminist reactions on this. Feminist art is art by artists made consciously in the light of developments in feminist art theory in the early 1970s.

In 1971 the art historian Linda Nochlin published a groundbreaking essay Why Have There Been No Great Women Artists? In it she investigated the social and economic factors that had prevented talented women from achieving the same status as their male counterparts.

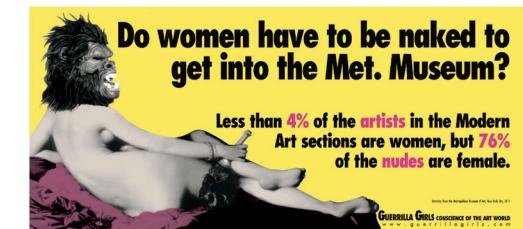
For example the feminist group Guerrilla Girls, devoted to fighting sexism and racism within the art world. Among others, they pointed out the imbalance of the amount of represented art works from male or female artists.

Moreover feminist were interested in topics like:

- gender
- pay gap
- woman as objects
- sexuality
- abuse



**In the spring of 1985, the Guerrilla Girls launched „An International Survey of Recent Painting and Sculpture“, 1984, whose roster of 165 artists included only 13 women. Inaugurating MoMA’s newly renovated and expanded building, this exhibition claimed to survey that era’s most important painters and sculptors from 17 countries. The proportion of artists of color was even smaller, and none of them were women**



Klein directs paint-smeared women in “Anthropometries of the Blue Epoch,” in Paris, in 1960. Photograph by Charles Wilp.

Guerrilla Girls  
Do Women Have To Be Naked To Get Into the Met. Museum?, 1989

# Moodboard





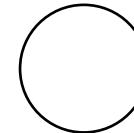
# Colour Scheme & Typography

Primary colours

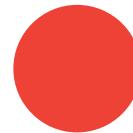


Black  
CMYK  
0/0/0/100  
RGB  
0/0/0  
HEX  
#000000

Secondary colours



White  
CMYK  
0/0/0/0  
RGB  
255/255/255  
HEX  
#ffffff



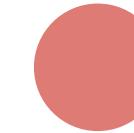
Crimson Red  
CMYK  
0/89/84/0  
RGB  
237/27/36  
HEX  
#ed1b24



Bunting Blue  
CMYK  
94/82/9/32  
RGB  
28/35/89  
HEX  
#1c2359



Gray  
CMYK  
34/26/25/9  
RGB  
155/155/155  
HEX  
#9b9b9d



Chestnut Rose  
CMYK  
7/62/45/3  
RGB  
209/99/98  
HEX  
#d16362



Colonial White  
CMYK  
6/6/28/0  
RGB  
240/229/184  
HEX  
#f0e5b8

Headline

**ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklmnpq  
rstuvwxyz123456789**

Univers LT Std, bold

Example

**1 Just another  
Headline**

- 2 At qui aut audi ut mint minus, officabore mos atur sit iur alit optasperum velitate re et recte voluptis ime eossi dit porio velestrunt alitus dolore voluptatur.
  - 3 The five boxing wizards jump quickly
- 1 Univers LT Std, bold, 20 pt  
2 Adobe Garamond Pro, regular, 8 pt  
3 Adobe Garamond Pro, bold, 7 pt

Continuous- and consultation text

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklmnpq  
rstuvwxyz123456789

Adobe Garamond Pro, regular and bold

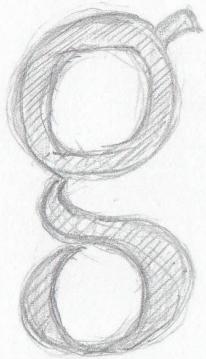
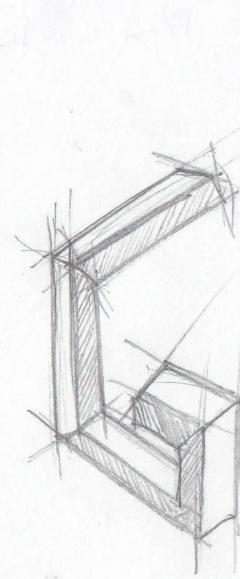
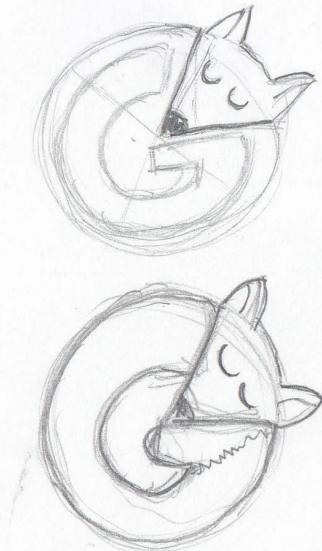
Example

I picked these two fonts because they were really popular in the time period I am referring to. I would have preferred to find a font designed by a feminist or at least a woman, but the choice is limited since there is more male type designer. I could not find a type that represented the time and style I wanted to work with.

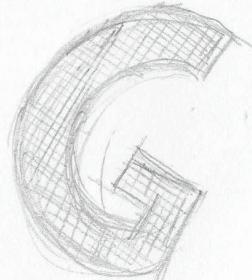
I chose Univers LT Std designed by Adrian Frutiger in 1957. This sans-serif typeface is ideal for headlines and emphasizes cleanliness, readability, and objectivity.

Additional, in my opinion the Adobe Garamond Pro fits well. The Adobe Garamond™ font family is based upon the typefaces first created by the famed French printer Claude Garamond in the sixteenth century. This serif face was created by Robert Slimbach and released by Adobe in 1989.

# Logo sketch



GRÜNWALDT



Lisa



With the intention to design a logo for my future portfolio I created a variety of sketches.

A spontaneous idea was to combine an icon of a fox with the initial „G“ for the first letter of my surname. I can think of a figurative icon that is abstract enough that it works as a logo.

Furthermore, I tried to use a letter or object with the effect of an optical illusion. I like this „M.C. Escher-style“ and will work more on this idea.

The last idea was to visualize my surname „Grünwaldt“, which would be „green forest“ and combine it with my name written in a clean modern typography.

# Image assets

feminist\_art\_001\_250x164.jpg | 250x164 px | jpg | 72dpi  
feminist\_art\_001\_800x524.jpg | 800x524 px | jpg | 72dpi  
feminist\_art\_001\_1500x983.jpg | 1500xx983 px | jpg | 72dpi



feminist\_art\_001\_250x164.jpg



feminist\_art\_001\_800x524.jpg



feminist\_art\_001\_1500x983.jpg

# Folder structure

