

Project 2 Conceptual Statement

For our second project I wanted to stick with a similar topic (the expression of femininity.) I decided to use various pictures of the flowers from the Orchidaceae family because of the origin of the name and the semiotics behind flowers. The Orchidaceae family of flowers (orchids) gets its name from the ancient Greeks. They called this flower “órkhis” which translates to “testicle,” because the shape of the tubers on most species was thought to resemble the male anatomy. Fast forward to present day as well as recent history and flowers typically symbolize femininity because they are delicate and serve aesthetic purposes, which are qualities that are said to be “ladylike.” I decided to use the orchid because its name directly juxtaposes these outdated gender roles, and in turn, challenges them. I was going for a somewhat “glitchy” appearance to symbolize the incalculable qualities of femininity. It cannot be computed or calculated because femininity is now an abstract concept and can be expressed in trillions of different combinations of qualities.