

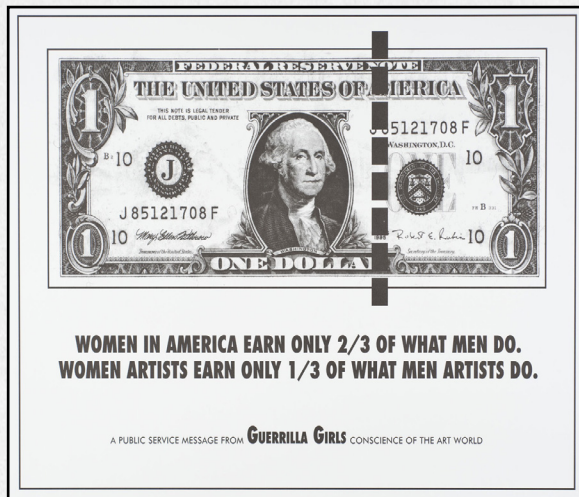
Exploring
femininity since
2022

Art Review

Ariana Keith



Pittsburgh Standard



1985

CREATOR GUERRILLA GIRLS

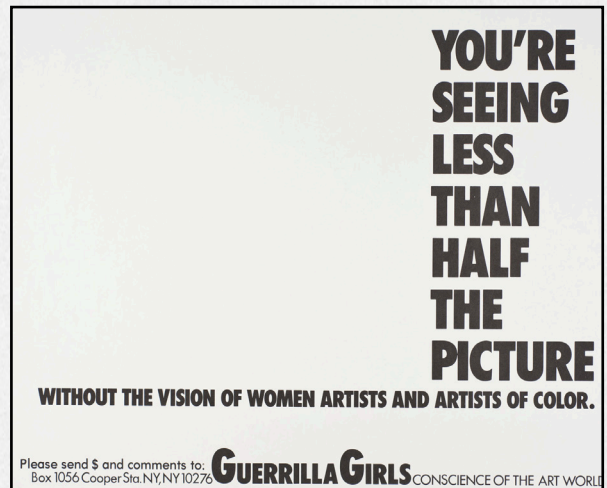
Women in America earn only 2/3 of what men do

In this art piece, we see text and a black and white image, yet the piece does not evoke sympathetic emotions the way a piece showcasing this disparity with realistic images would. This is due to it being a computerized image.

The message addressing a social issue is displayed yet the piece presented is digitally created which does not translate sentiment.

However, this piece is exceptional in the way words and images correlate to represent the message. By incorporating the bolded words under the dollar bill split in 2/3 one can understand how literal the image is as the words state "Women in America Earn Only 2/3 of What Men Do. Women Artists Earn Only 1/3 of What Men Artists Do".

Using a dollar bill we are getting the visual representation of money, which is the main focus of the text, however the divided dotted line is also connected to the specific statistics of this claim.

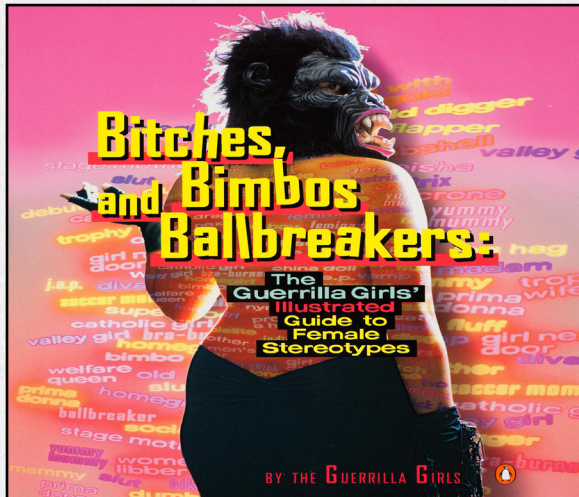


1989

CREATOR GUERRILLA GIRLS

You're seeing less than half the picture

This image is very interesting to me as the way the message is conveyed is almost so literal and standard, it presents such power. The message is correlated directly to the text. The Guerilla Girls are trying to represent how as you are reading the words on the page, "You're Seeing Less Than Half The Picture" you realize that is literally what you are doing, as your subconscious automatically took you to read the words. The text is very powerful as the text following says "Without the vision of women artists and artists color" correlating to the original text.



2003

CREATOR GUERRILLA GIRLS

Bitches, Bimbos and Ballbreakers: The Guerrilla Girls' Illustrated Guide to Female Stereotypes

One of the reasons I love the Guerilla Girls is because they are not afraid of crude language to represent their point. I mentioned earlier this topic of conveying emotion. This artist does not evoke sadness or sympathy, yet they are trying to invoke this power and fire within the viewers. The group is beyond passionate in expressing so many of the issues within the art world dealing with sexism as one of the main issues. In this particular piece, it seems to be an introduction or cover almost, and we see a few changes from the original standards most of the Guerrilla Girls use in their artistic designs. Here we see an abundance of color, which contrasts to the normal black and white images. Additionally, the color choices are very electric going along with this idea of a powerful punch to the viewer to recognize the message they are trying to convey. The bright and stimulating colors of pink, yellow, red and blue go along with the language used. All in all I love this piece as it is showing electric feminism which is a great representation of the pieces in their collection.

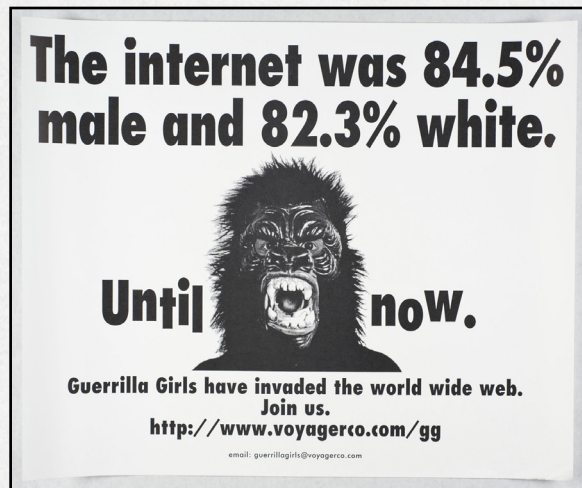


1999

CREATOR GUERRILLA GIRLS

There's a tragedy on Broadway and it isn't Electra

This image correlates with the black and white theme we have seen with many of Guerilla Girls' images. This is punny and sarcastic which again adds to the feistiness we see in this first statement in bold stating "There's a Tragedy on Broadway and It Isn't Electra". Following this statement, we see "only 8% of the plays and less than 1% of the musicals on Broadway were written by women. Guerilla Girls think that's even sadder than a Greek tragedy. There's only one explanation for what's currently playing: Discrimination". This additional information still adds the sarcastic humor we see as an overall theme in the Guerilla Girls work, but also incorporates statistics to help add weight to their argument and make a bold reasoning, literally and visually, stating it is because of discrimination. This is another piece reflecting on the Guerrilla Girls goal to exploit sexism and discrimination in all kinds of arts, including music and theater.

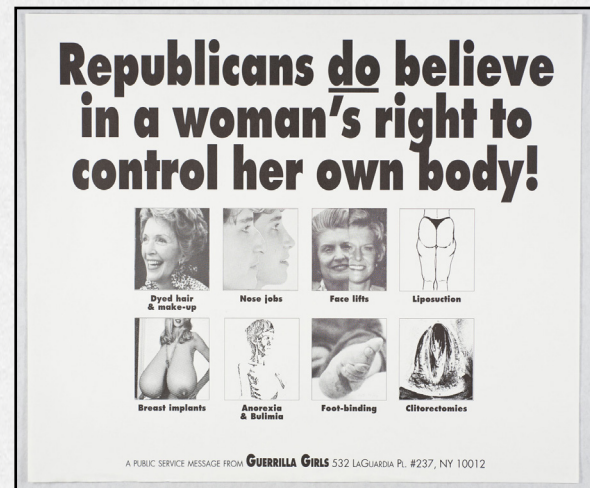


1996

CREATOR GUERRILLA GIRLS

*The internet was 84.5% male and 82.3% white
until now*

I love this piece for many reasons. We see statistics again that the Guerrilla Girls consistently like to use with the statement "The internet was 84.5% male and 82.3% white". However, the part I would like to focus on is the "until now" text where this activism piece seems to become an empowerment and call to action. Guerrilla Girls here are stating more than just their stance and more than just advocacy. They are extending resources out to their viewers to help and join them stop these injustices in the art field, not just view their pieces on it. These issues in their field here also go past gender, the introduction to race has now also come into the conversation. They include "join us" with a link to their site which again supports this call to action. They do a great job of making this image visually appealing as the "until now" text has unique spacing to draw one's eye and their logo/mascot is centered in between the words.

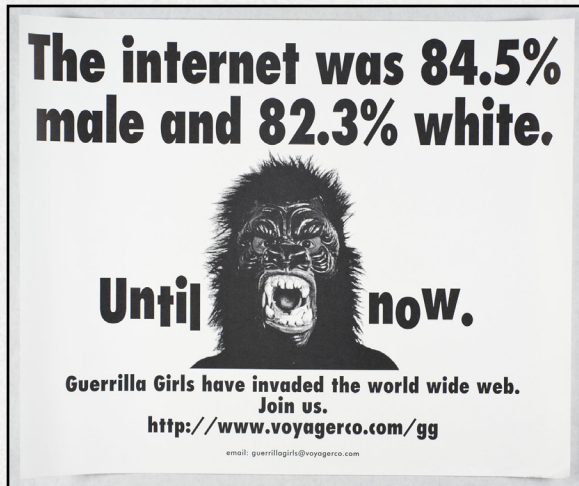


1992

CREATOR GUERRILLA GIRLS

*Republicans do believe in a woman's right to
control her body*

This piece from the Guerilla Girls is interesting because it brings in politics. I truly find a lot about this specific image that is noteworthy. First there is this complexity in the bolded text "Republicans do believe in a woman's right to control her own body!" Here this text is playing off of the stereotypical belief that republicans support government laws that regulate women's bodies, which we see most publically with abortion rights. The images that are attached below are somewhat disturbing extremes we see women undergoing to alter their bodies. However, I think the point here is the reasoning behind these alterations, which comes down to conforming to the ideal male gaze of a woman. Hair, makeup, face lifts, and breast augmentations are all elements we see women doing to transform themselves to fit the "ideal woman" that came forth from a patriarchal view. This image overall definitely dives into deeper subjects, but to overall make the viewers see a visual representation of issues women have in society.



1985

CREATOR GUERRILLA GIRLS

What do these artists have in common?

This particular Guerilla Girls piece is very interesting because there is not an image component, and more so just text with design elements. The piece also seems to almost be putting the artists on blast in a way. The text asks "What do these artists have in common?" with a list of male artist names to follow. At the bottom of the image, the text reads, "They allow their work to be shown in galleries that show no more than 10% women or none at all." This is very powerful as it is attends to not only the galleries who are aiding the disparity in representation, but also to the male artists who never stand up against this underrepresentation. The image elements are bold and aligned in a specific manner. The overall question is bolded at the top, followed by columned lines of artists names. Here the names are not written on the page to be highlighted individually, as there is nothing special separating any of the names. They are used to emphasize the voluminous industry for males, and minimal recognition for women.

FINAL STATEMENT

In The Guerilla Girls' pieces, the theme is exposing injustices within the work and art field for women. However, the structured representation is displayed more factually than emotionally in their pieces as they are created digitally.

These pieces are depersonalized with the use of professional fonts that aim to stimulate one's cerebral versus their sentiments.

Guerilla Girls do an exceptional job creating meaningful and aesthetically pleasing pieces to explore femininity and the need for activism in the art industry.