

Woman Made Gallery, 685 N. Milwaukee Avenue, Chicago, IL 60622

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The Commercial Woman

A Group Exhibition at Woman Made Gallery

January 18 – February 21, 2008

Opening Reception: January 18 / 6-9 p.m.

Woman Made Gallery is pleased to announce the opening of *The Commercial Woman*, a group exhibition juried by Colette Gaiter. How is the female body portrayed in advertising? In what ways is women's work made a part of and separated from the commercial realm? Taking the commercial aesthetic of advertising as a starting point, this exhibition explores a diverse set of responses to the relationship between women and commercialization.



Adrienne Tarver
Get Out The Way No. 1
oil on wood panel, 12 x 16 inches

Juxtaposing Antebellum Period dress with the sleek image of an SUV, Adrienne Tarver's *Get Out The Way No. 1*, uses witty anachronism to challenge the authority of advertising. Tarver explains, "I infuse humor to shed a little light on the cycles perpetuated in American society. The glossy, bright colors and pinup style figures draw inspiration from the appeal of media, advertisements and general imagery we see daily. I want my work to reflect back on America like a fun-house mirror; exaggerating, distorting, glamorizing and documenting our stories."

Other works in the show include Joanne Kaliontzis' digital collages of 1950s and 60s print ads and Julianne Sombat's knitted drafting letters—which contrast traditional "women's work" with the male dominated graphic design field.

Juror Colette Gaiter is an associate professor of Visual Communications in the Art Department at the University of Delaware and a new media artist and graphic designer. She has exhibited her work at the International Symposium on Electronic Art (ISEA), SIGGRAPH, and in numerous galleries, museums and public institutions in the United States. Her essay on the work of Emory Douglas, artist for the Black Panther Party, is published in a new monograph and she is working on an interactive DVD about his work.

Woman Made Gallery invites you to experience diverse and intuitive responses by women artists to the theme of commercialization.

In addition to "The Commercial Woman" group exhibition WMG is hosting solo shows by Colette Gaiter and Jana C. Perez.

Colette Gaiter is a new media artist who has worked with computers since 1982 and in interactive multimedia since 1990. She has a B.F.A. in graphic design from Carnegie-Mellon University in Pittsburgh and an M.A. from Hamline University in St. Paul, MN. In her exhibition, "We Are All Poets," Cuba 2007" Colette Gaiter shows a series of photo montages that she made after a trip to Cuba.

Jana C. Perez holds an M.A. in Graphic Design and an M.F.A. in Photography and is currently assistant professor of graphic design at Texas Woman's University in Denton, Texas and a freelance designer. In her exhibition "Objectify" Perez shows a series of photographic diptychs which uses the female body paired with objects to satirize advertised ideas about women.

Admission to Woman Made Gallery is free and open to the public

Opening reception: January 18 from 6 until 9 p.m. Works are up through February 21, 2008.

Woman Made Gallery
685 N. Milwaukee Ave.
Chicago, IL 60622
Website: www.womanmade.org

Gallery Hours: Wed-Fri noon-7pm / Sat-Sun noon-4pm / Admission: Free

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