

The voluntary tortures (Les tortures volontaires) Annette Mesager

I am expressing the idea of what women are prepared to do in order to make themselves beautiful. The beauty they are striving for is conventional beauty, it is what society is demanding that women need to look like. This is conveyed by the use of 86 black & white photographs showing various beauty treatments. Black and white photos make this artwork less personal, thus more of a glimpse into women's modern society, rather than showing one specific woman's experience.

1

This piece has both formal & conceptual ideas & concerns. Formal, in terms of its layout, it is a slightly rounded kite shape, and the colours (of black & white) used. Conceptual in terms of why this shape and these colours are used as well as the subject matter. I think that these photographs are arranged in an oval / kite shape and are randomly spaced is because this is less formal than arranging the photos in, for example, a grid pattern in a straight edged or square shape. I arranged them in this way because it makes the viewer concentrate on the subject, rather than the pattern created by the photographs.

2

The voluntary tortures was seen by the public as sensational. This is because it shows what seemingly horrific tortures women will use to be both beautiful & youthful.

3

The voluntary tortures was made in 1972 and is currently housed in the Fonds Régional d'art Contemporain Rhône-Alpes Collection.

4

I am a French woman and when growing up, it was men who were the artists. Women were regarded as the homemakers. Men were the creative ones, the ones who went out & made a name for themselves.

The voluntary tortures is typical of my work. I like to use fragments and fragmenting to achieve a whole. In this artwork I have used 86 black & white photographs to achieve an image of tortures meted out on women for the sake of modern beauty.

5



Other Artists.

Voluntary tortures is similar to works of both Sarah Lucas and Tracy Emin.

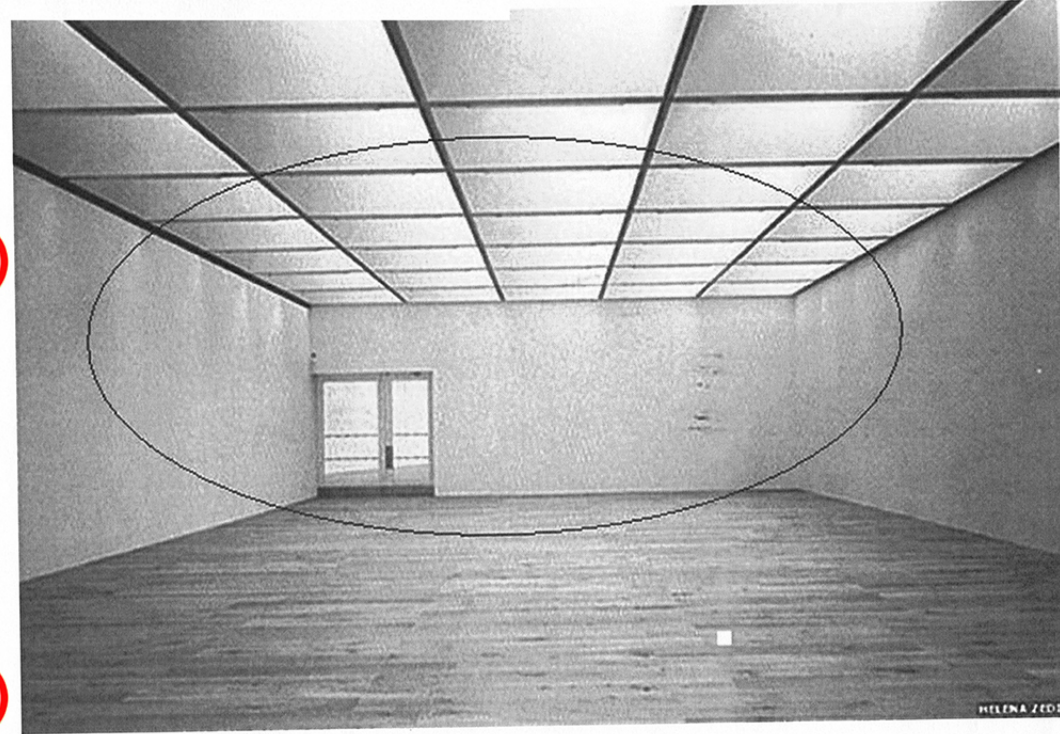
Tracy Emin's work 'My Bed' is expressing that she is as insecure and imperfect as the rest of the world. This is showing a feminist view. Tracy Emin, like me is showing the world what women are like. Whether what they go through for the sake of beauty or what they are really like. eg. insecure & imperfect.

6

The work 'Au Natural' by Sarah Lucas is an expression of old long married life. She is showing what marriage can be like (for husband & ~~art~~ wife). After many years together. The use of domestic objects like a tin bucket, a mattress & various fruit, helps the viewer to understand what context this artwork is from. Sarah is ~~telling~~ showing that women can get bored too, although the expected goal of every ~~women~~ woman's life is to get married and live happily ever after. This is not always the case.

7

Importance of Gallery Space



It is important that the art work 'the voluntary tortures' is positioned in this space. This is because when a visitor first comes to the gallery, this large artwork at the far end will catch their eye and curiosity will draw them into the space to look at other artworks in the room.

This gallery is a good place to show this artwork. This is because there is plenty of space and light, which allows the viewer to easily see the artwork. Because the entire ceiling emits light, it creates a space which feels open and un-confining. If spotlighting was used (instead of natural-feeling ceiling lights) areas of intense light and dark would be created. This in turn would result in a space which feels unwelcoming and viewers would thus be discouraged from entering and viewing the artworks.