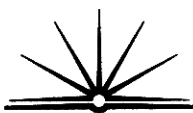


Question 3.

The practice of artists is greatly effected by time. Contemporary art was said to start in 1970 after the modern art period. It ~~was~~ ^{includes} a range of practices such as production, consumption, discussion, display and writing. It was a time of technological advancement, using ~~the~~ mediums such as photography and computers. Time and circumstances of time periods in which an artists lives also greatly effect~~a~~ the practice of artists. Cindy Sherman and Tracey Moffatt's work is clearly influenced by the time they grew up in.

Cindy Sherman was born in 1954 in America. She grew up in a time of social and political change during the Vietnam war and feminism. She wanted to



challenge the myths and images of women in popular culture and mass media. She intended to expose the myths that guided her own upbringing. ~~She~~ ~~she~~ she explored these feminist themes through photography by showing typical stereotypes of women. In her black and white photography series "Untitled Film Stills" she used fictional photographs which looked like film stills. "Untitled Film Still #7 Floozy holding a Martini Glass" and "Untitled Film Still #13 Perky B Movie Librarian" ~~showed~~ ~~these fictionalized photos~~ were ironic as they looked real. Sherman showed instantly recognisable clichés which are artificial although they look real. She was successful as the audience instantly recognises and engages with these clichés although they know they are staged.



Sherman wanted to deal with the way women were traditionally seen by men. She used voyeurism to pose questions about appearance and ~~the~~ changing identity. Her works show a constant underlying ~~threat~~ male threat.

"RearScreen Projections" ~~introduced~~ in 1980 introduced colour into her works which enhanced her range of moods. This work was suggestive and therefore allowed the viewer to dream and interpret.

The use of technology and changing technology in time ~~also~~ influenced the choices Sherman made and the ~~effect of the~~ issues of the time effected the ~~sub~~ meaning of her works. She invited the audience to become involved in the drama she created with her photography and



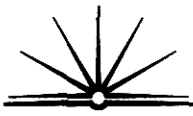
wants the viewer to create their own narrative for her subject.

Tracey Moffatt explored the themes of conflict and force, life and death, love and sexuality and Aboriginality and the way it is portrayed. She was also a film maker so she blended themes and techniques and borrowed from other sources. She wanted to show the struggle of working class Australian society and the strained relations between men, women and children. She showed the experiences of youth through photography and real life clichés. Moffatt used constructed imagery such as staged tableaux, farness, clichés and past art styles.

~~She~~ Moffatt was influenced by being half Aboriginal growing up in



Queensland ~~is~~ ^{with a} white Foster family in a time of feminism and sexual repression. Influenced by her Aboriginality "Some Lads" showed the Aboriginal and Islander dance company counter to the traditional way Aboriginals are seen. She intentionally raised the themes of discrimination, prejudice and inequality. "Something More" used images from old movies and songs. It is story fragments of a fallen woman. Moffatt is trying to show that nothing has changed for women unless you are a liberated white middle class woman. She is deliberately sexual, symbolic and ambiguous. She uses symbolism of the vase on the dress to show virginity. "Something More" ~~is~~ ^{is} successful as it exposes the preconceptions of what happens to fallen women.



"Pet Things" explored sexual themes. It was unsuccessful as it had sexual overtones, was mysterious and none seems to know what it means.

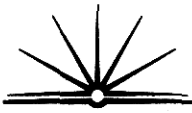
"Scarred For Life" is haunting but real life. It shows nine separate stories of Fateful experience in early childhood and adulthood. It created irony as

it showed real life. Moffatt wanted to sensitise people and look at the way self-esteem could be extinguished. She was successful as her work was thought provocative and made an audience stop and think.

She used muted colours modelled on the covers of "Life" magazine.

Tracey Moffatt was influenced by the time and circumstances of her upbringing.

Through her art she showed the myths of women and feminism of the time and used technology of the time such



as photography and film techniques.

Cindy Sherman and Tracey Moffatt are both considered contemporary artists as they challenge ~~the~~ ~~style~~ traditional styles and traditional tastes. They use mixtures of modern techniques to create meaning in their works. But for both of them, their biggest influences were the times in which they were brought up. They based many of their works around exposing stereotypes, myths and clichés of their upbringing and the ~~ways~~ views of the world. Time has greatly affected the practice of these artists.