

Unit 2: Week 1

Positions through Triangulating

Experiment 05

UNIT 2: WEEK 1
POSITIONS THROUGH TRIANGULATING

**Spare Rib: Dissecting
Hybridising**

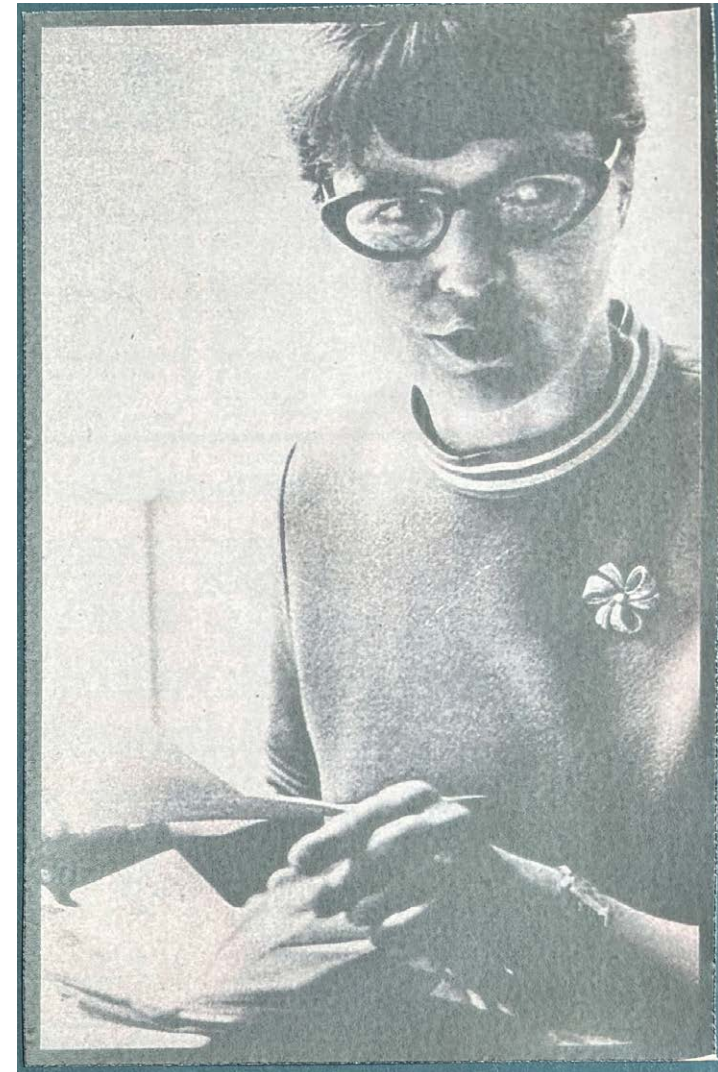
Experiment 05

Dissecting: Hybridising

UNIT 2: WEEK 1
POSITIONS THROUGH TRIANGULATING

Hybridising

I love the images in the magazine and wondered how they compared to modern feminist publishing. I hybridised them in a new context of a colour and gloss, but in the same sector. I used the latest issue of *The Gentlewoman*, a feminist fashion magazine that has been running since 1890 and polarises *Spare Rib* in design, layout and production.



Experiment 05

Hybridising

UNIT 2: WEEK 1
POSITIONS THROUGH TRIANGULATING



Hybridising:

Draws attention to
and highlights:

Composition

Demeanour

Cropping

Profession

Types of women

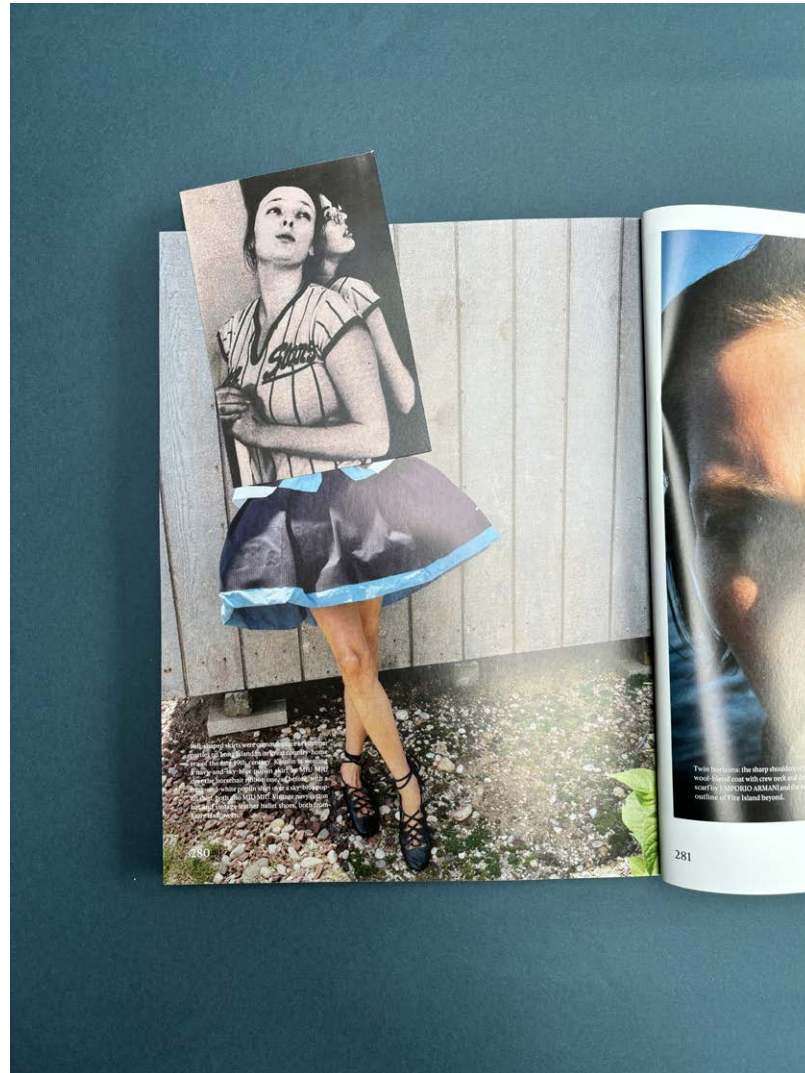
Modern culture

Technology

Experiment 05

Hybridising

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The strongest contrast is within the colour and the black and white. This is one of the more emotive images from Spare Rib, that when paired with this image creates a lighter, playful tone. I like it. The top half of the body is slightly too big, that with the voluminous skirt highlight the exceptionally thin legs of the model in the modern day counterpart.

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This image is so old fashioned it feels older than its actual date of 1977. I wanted to bring it into a colour, glossy context to see how it felt. I think the most jarring thing here is the realisation that the style of imagery in magazines currently is very passive, the old image is clearly a woman giving a speech which connotes authority, serious information and a woman being heard with something intelligent and important to say. Do these types of images exist in modern publishing in general as well as within the feminist sector? Questions the purpose of a magazine?

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Hybridising

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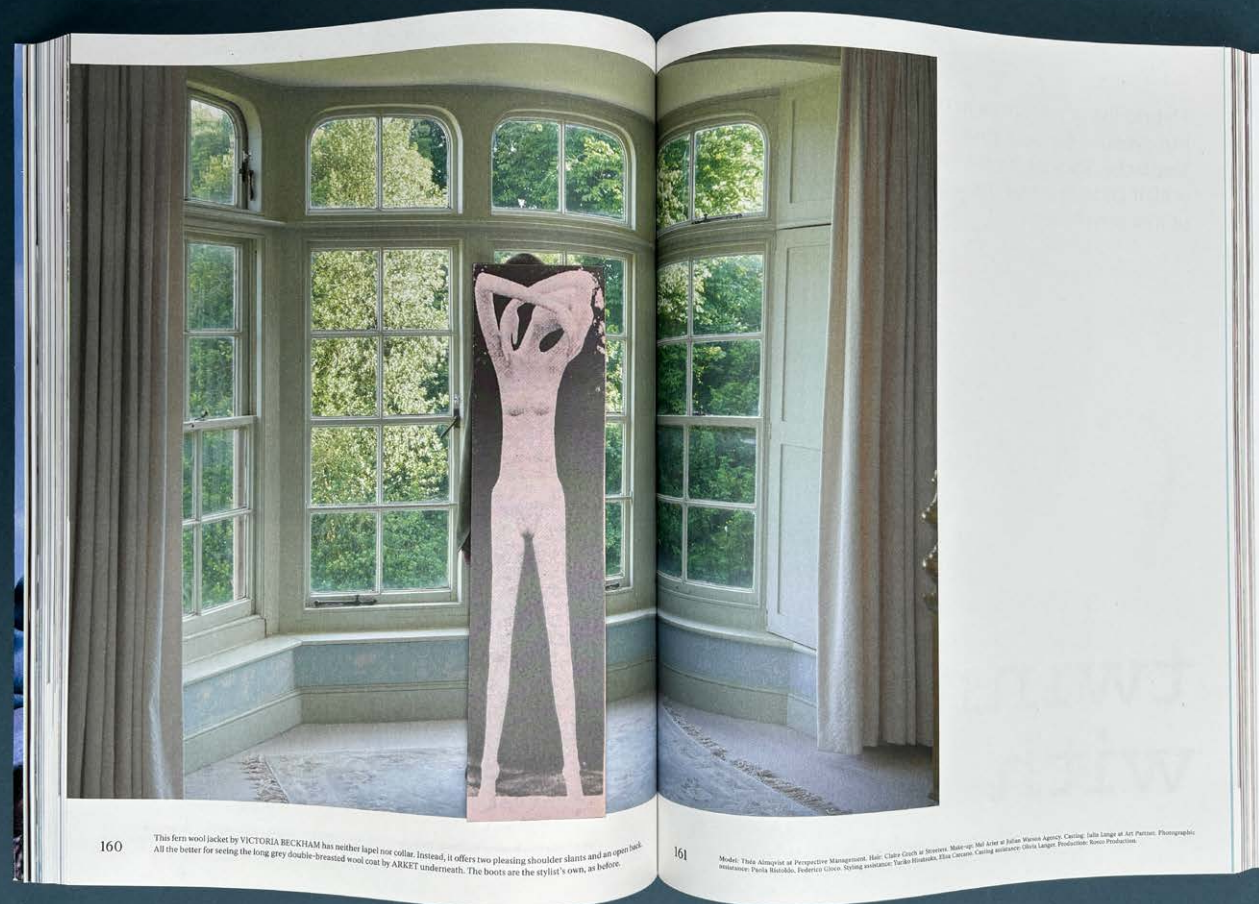


This juxtaposition draws connections between text and image. The text implies the image is of Tory Burch, but when you look closely at the image, the subversion becomes apparent which in turn questions the text, the relationship (through jarring or not making sense). There is familiar and unfamiliar making defamiliar?

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Placing this image drew attention to perspective and size of person within the context of the imagery and magazine...

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I was initially looking to find similarities in size and shape of person to match my images. This match drew my attention to the background and the possibility of using background to match images...

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This image I matched through background which led to size of person being similar (in this instance anyway) which drew my attention to the backgrounds in the imagery in the new context (The Gentlewoman)...

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This image was hard to place, which raises the question of composition and cropping of photography being in or out of fashion that represents a time and space or place in history?

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Findings:

Text and image relationships exposed

Changes or developments in crop and composition - are these trends? What do they say about the subject? How do they differ? What has changed?

Perspective of women being photographed - what are the hidden meanings in these perspectives?

How varied are the compositions of women in *The Gentlewoman* and what does this say about women, magazines and contemporary culture?

How has feminist publishing evolved since *Spare Rib* 1977 and *The Gentlewoman* 2024?

Experiment 06

Hybridising

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POSITIONS THROUGH TRIANGULATING

Reflections:

I liked this method

It was really quick and last minute so not fully developed

Development:

Interrogate this more deeply

Interrogate with a purpose in mind

Interrogate in juxtaposition with commercial magazines

Draw the skeletons into this too?