

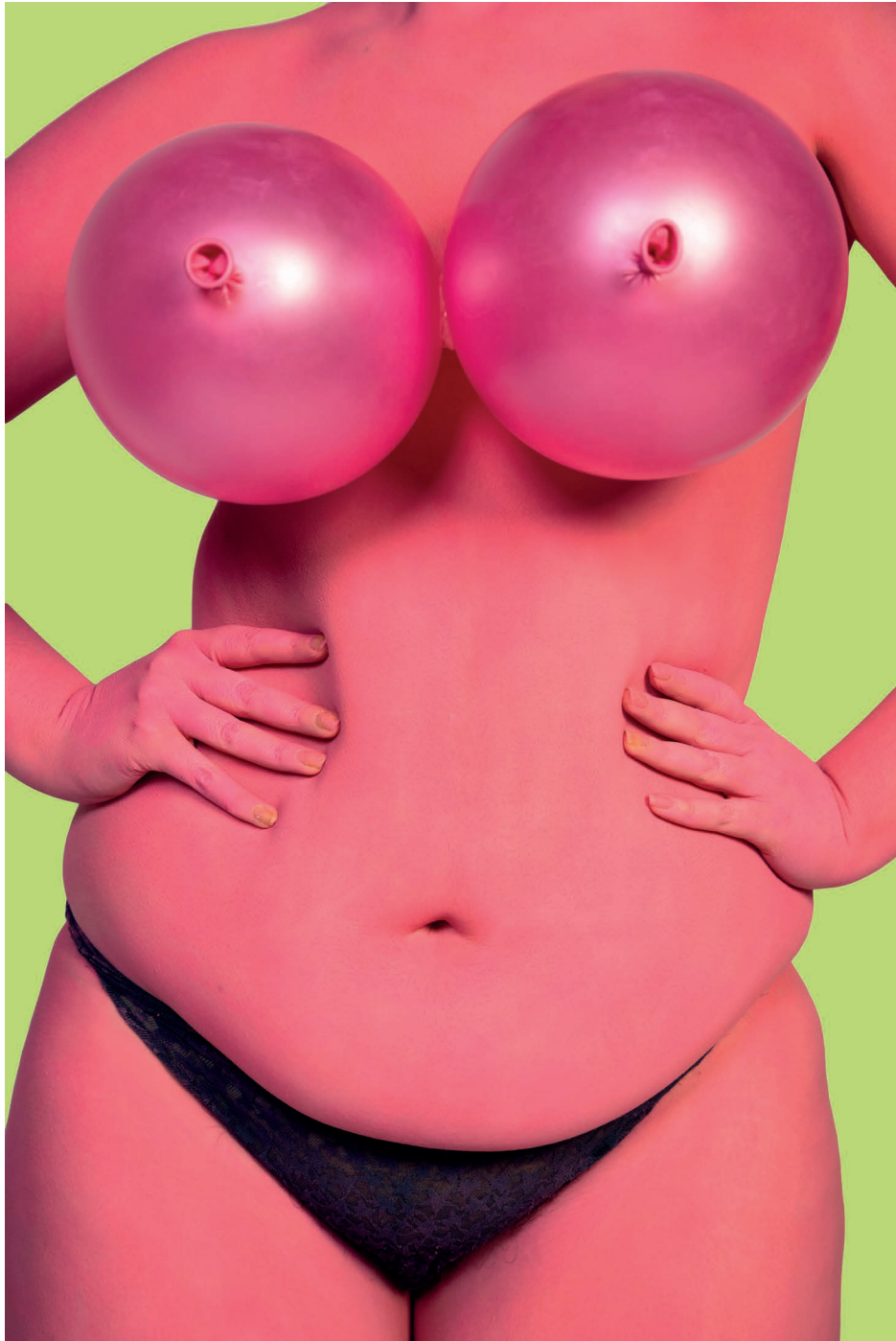
Iron Maiden Portfolio

Chiara Mallardo
AGP603

Brief

The Iron Maiden 'an intrinsically unattainable standard that is then used to punish women physically and psychologically for their failure to achieve and conform to it.'

For this project, I am using photography to narrate scenarios caused by the iron maiden. Due to the current environment, beauty standards are extreme, cyclical and ever changing. Capitalism monopolises beauty standards to make them exclusive as possible to fuel insecurities so it can be remedied with products that don't work for everyone, putting the blame on the individual. There's been a rise in surgeries, to the point where they're so discreet that they don't need to be disclosed and get perceived as a natural attainable standard. I want to create characters using makeup, setup, and use my knowledge of photography to create an atmosphere that is both unsettling and beautiful to tell these stories. I picture my photographs appealing to younger audiences that are interested in the topic that would probably be included in a catalogue or magazine.



'Balloon Boobies'

This particular shoot uses balloons to emulate current beauty standards.

'Balloon Butt'





Remake of the 'Immaculate Conception of Mary', Bartolomé Esteban Murillo.



Remake of 'The Birth of Venus', Sandro Botticelli



Remake of the 'Rokeby Venus', Diego Velázquez



'Untitled'

This shoot was to show the complicated relationship the individual could have with plastic surgery. The yellow symbolises the 'sickness' someone could get as it consumes them.

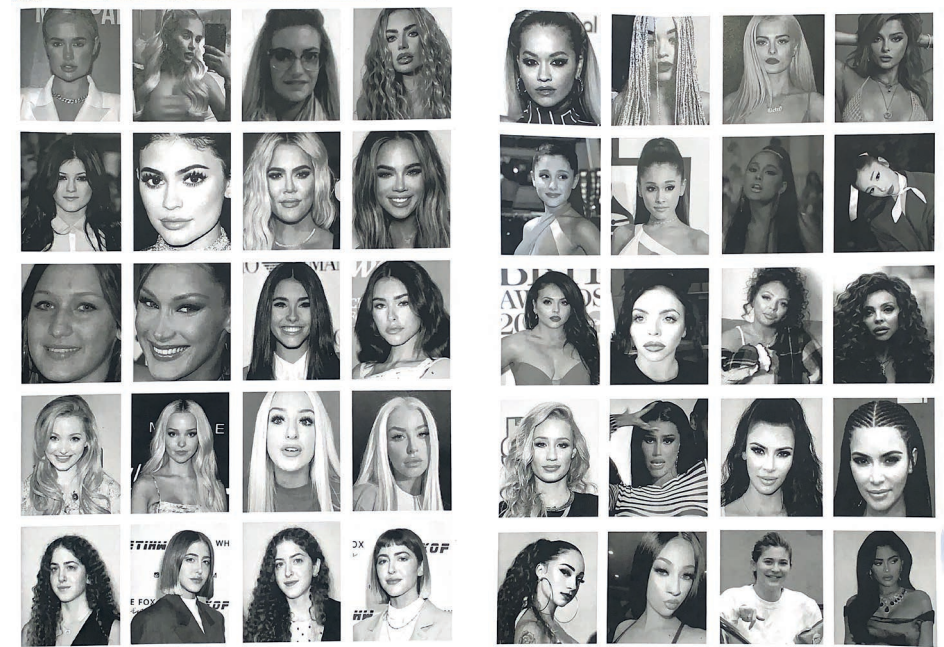
'Let the Devil Eat Cake'

This shoot fixates on the butt. Like the current beauty standard everything is about the butt. The devil is shown destroying the delicious cake cooly.





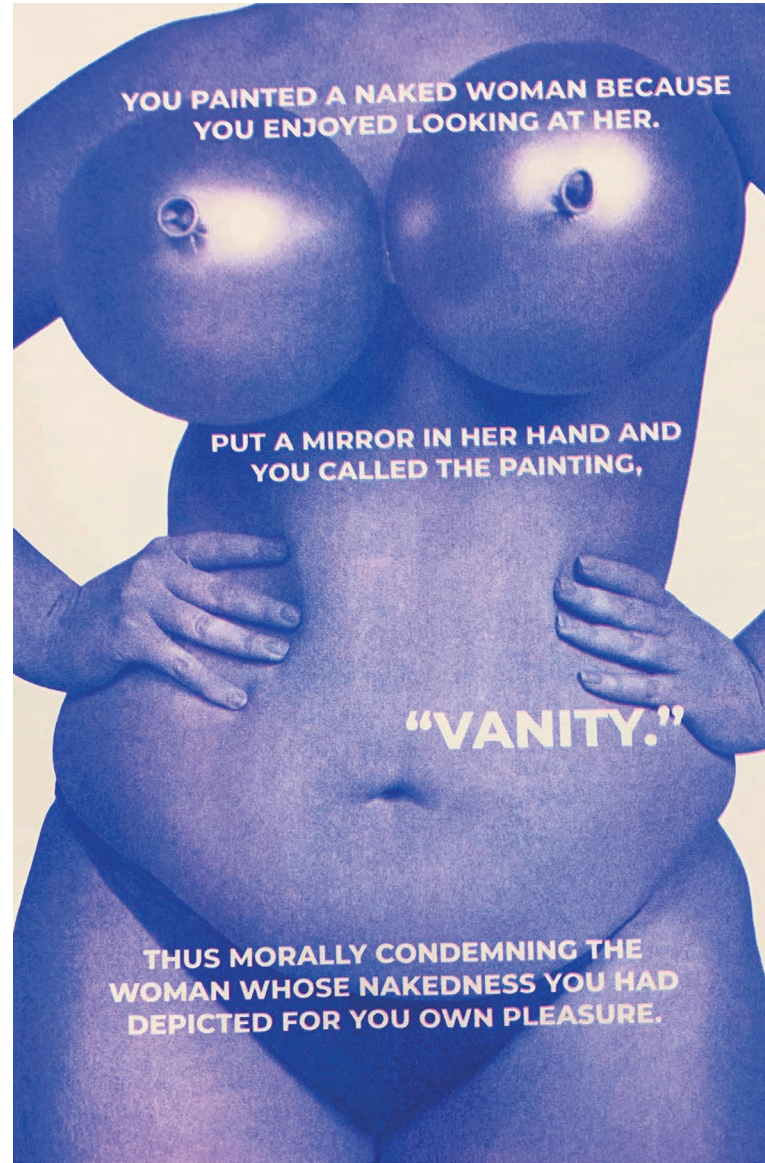
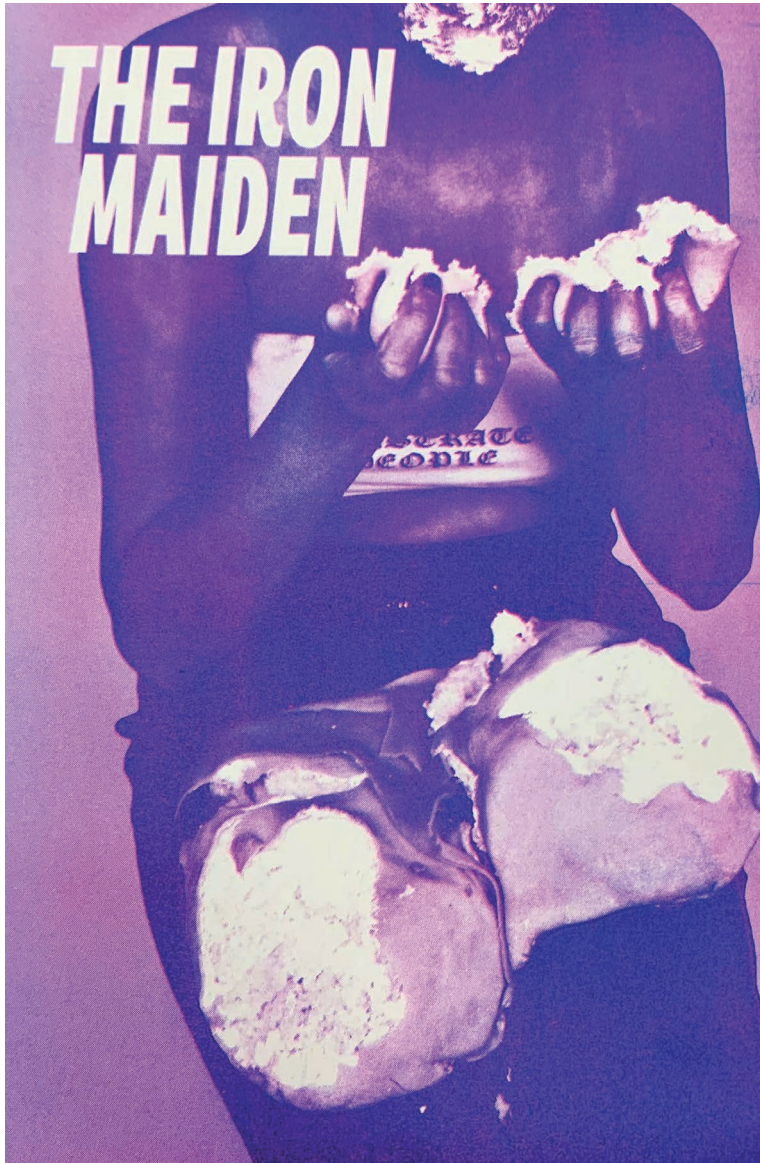
'Untitled Collage'



Typologies depicting modern and historical beauty standards.



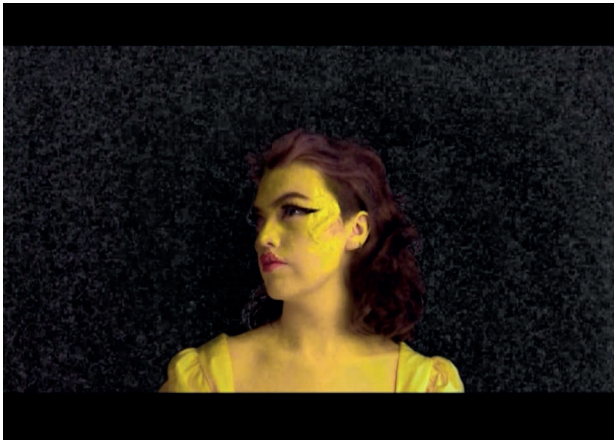
Remake of Medussa,
Caravaggio



Riso Print. Blue and Pink



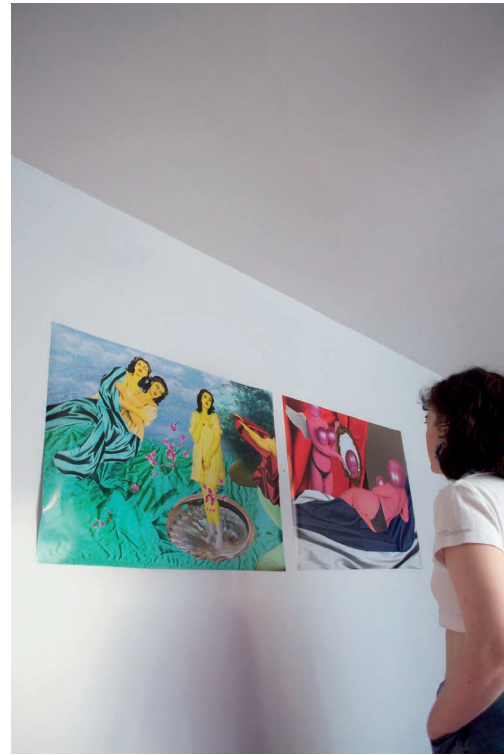
'The Iron Maiden,' Riso Print, Black and Pink



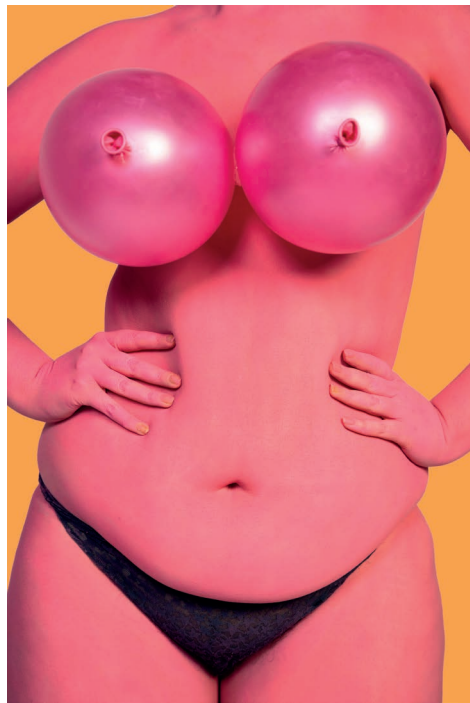
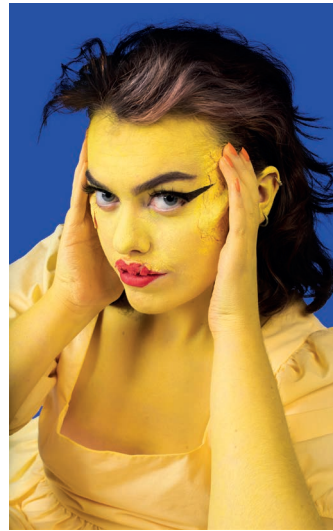
Video clip: 0:45. <https://youtu.be/Bczi8Gg0ZIY>



Video clip: 1:01. <https://youtu.be/heuzStajer8>



Mock exhibit of images set up.



Final images together as a set.