

“Little Black Dress” reflects on how diversity among female bodies is rendered invisible

At 6.00pm on Monday 23 November, Yolanda Domínguez pulls the curtain back on the exhibit “Little Black Dress”. The title is lifted from fashion jargon, and refers to the short, black and versatile number that every woman is expected to keep in the back of her closet.

“LBD” explores how the canons that underpin the world of fashion exert influence and pressure on people’s construction of the female body. In the beginning fashion was tailor-made for every customer: tailors crafted designer dresses by adapting them to the bodies of individual women. The industrial revolution meant the rise of mass-produced ready-to-wear apparel, and predetermined sizes brought a significant change: it was henceforth the woman’s body that adapted to the dress, not the other way round. Collections, catalogues and runway shows have been consigned to a single size —the European 38— ever since. The young, slender, white woman as model would go on to become a stereotype in cinema, TV and media, rendering the female body’s diversity of sizes, shapes, colours and ages invisible.

The women who don Domínguez’s size-38, “fast fashion” little black dress come in all sizes, colours and ages. Domínguez’s photos are about conjuring a world of corporal diversity — then holding that world against constraining stereotypes, and contrasting the two. The dress is tight on some models, loose on others, but each and every woman who wears it embodies power and body-pride.

“LBS” is a reflection on gender and social consciousness, a critical look at representations of women in fashion, an invitation to embrace diversity.

The exhibit is open 11.00am to 2.00pm and 6.00pm to 8.00pm, 23 November to 5 December in the Sala d’Exposicions “Ajuntament Vell”. Gallery closed Sundays and Monday mornings. Opening night on Monday 23 November.

“Change images, change the world”, a look at how images can operate in the transformation of the popular imagination

If you make images, share them or even just look at them, it’s important to know what you’re looking at. For some people, images are information, for others, a form of expression, and for others still, a chance to influence or manipulate. There are those that know how to use images to distinct ends and do so consciously, while others simply reproduce patterns, copying and pasting in blithe ignorance of the consequences their actions have on society.

Casting a long gaze at images throughout history (from painting to mass media), Yolanda Domínguez shows us how we relate to images, unpacks their social significance and explains how to use them consciously and for good. She uses examples from her own work to demonstrate the importance of transforming the popular imagination to eradicate social inequality.

The seminar is scheduled for 7.00pm Monday 24 November in the Centre d’Esports Nàutics. Space is limited and reservations are required (espaidonesformentera@gmail.com / 697.941.016 [WhatsApp]).

Bio
Yolanda Domínguez is a Spanish visual artist, photographer and activist. Her work involves feminist consciousness and social critique as they relate to gender, and consumption as a societal tool.

Domínguez studied Business Management and Fine Arts at Universidad Complutense de Madrid, completing her studies with a master’s in Art and New Technologies at the European University of Madrid and a master’s in Contemporary Photography at EFTI Madrid’s School of Photography. She gave classes as part of Madrid School of Marketing’s experiential master’s in Marketing Management for the Creative Industries, and worked as a professor and advisor for the EFTI’s Concept and Creation master’s programme. As a weekly contributor for Huffington Post Spain, Domínguez writes about media representations of women.

Irony and decontextualisation stand as two of Domínguez’s central strategies, and she champions the liberating force of laughter. The themes of gender and consumption frequently

anchor her work. Domínguez believes that with the power to create images comes responsibility, and practices the art of action, a discipline based in impact and discomposure.

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