

# El culte a la bellesa Exposició al CCCB

# Vinil sobre paret



Àmbit

· I ·

# EL MITE DE LA BELLESA

“Ideal beauty is ideal  
because it does not exist.”  
Naomi Wolf, The Beauty Myth, 1990.

Driven by an innate desire, we tend to believe the myth of an eternal hierarchy of beauty, despite its evolving nature. Notions of physical attractiveness shift, but our pursuit of them remains constant.

How have these unattainable perceptions and beliefs developed? Here, instead of charting a chronology of beauty, we bring together historical objects and contemporary art to put morality, status, health, age, gender and race in dialogue. We investigate how beauty ideals are constructed through society, politics, religion and medicine across time and cultures.

We visit the long history of self-imaging in an age of ‘selfies’, while reflecting on how the media portrays contemporary beauty standards. Is our understanding of beauty today truly becoming more inclusive?

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270 pt

170 pt

90 pt

66 pt

200 cm

200 cm



Sub àmbit

200 cm

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# EL CÀNON QUE FIXA I LA MATERIA QUE RESISTEIX

Bello e buono!

Beautiful and virtuous is an Italian saying reflecting the belief that external beauty is associated with inner qualities. Connecting beauty with moral virtue has sometimes been used to justify the belief in physiognomy – that a person's facial features reveal their character.

Beautiful features have long been seen as a gateway to the spiritual in different belief systems. Transcending earthly order they offer glimpses of the divine. The pursuit of youthfulness and longevity has also been linked to godliness. This has had a long-lasting influence on a youthfocused culture around beauty.

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200 pt

60 pt

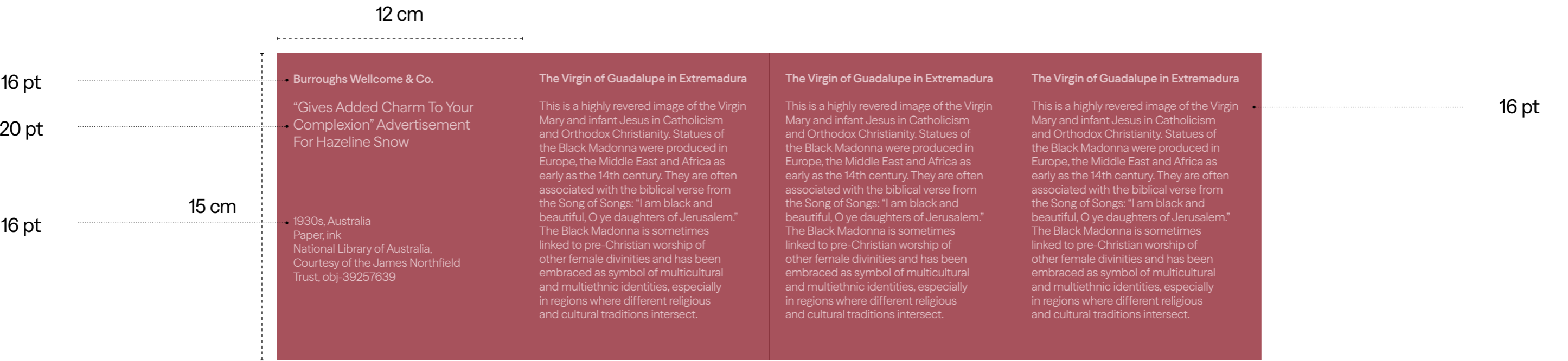
75 cm

# Cartel·les

Cartel·les comentades sobre paret



Cartel·les comentades interior vitrina



Burroughs Wellcome & Co.

“Gives Added Charm To Your Complexion” Advertisement For Hazeline Snow

1930s, Australia  
Paper, ink  
National Library of Australia,  
Courtesy of the James Northfield Trust, obj-39257639

The Virgin of Guadalupe in Extremadura

This is a highly revered image of the Virgin Mary and infant Jesus in Catholicism and Orthodox Christianity. Statues of the Black Madonna were produced in Europe, the Middle East and Africa as early as the 14th century. They are often associated with the biblical verse from the Song of Songs: “I am black and beautiful, O ye daughters of Jerusalem.” The Black Madonna is sometimes linked to pre-Christian worship of other female divinities and has been embraced as symbol of multicultural and multiethnic identities, especially in regions where different religious and cultural traditions intersect.

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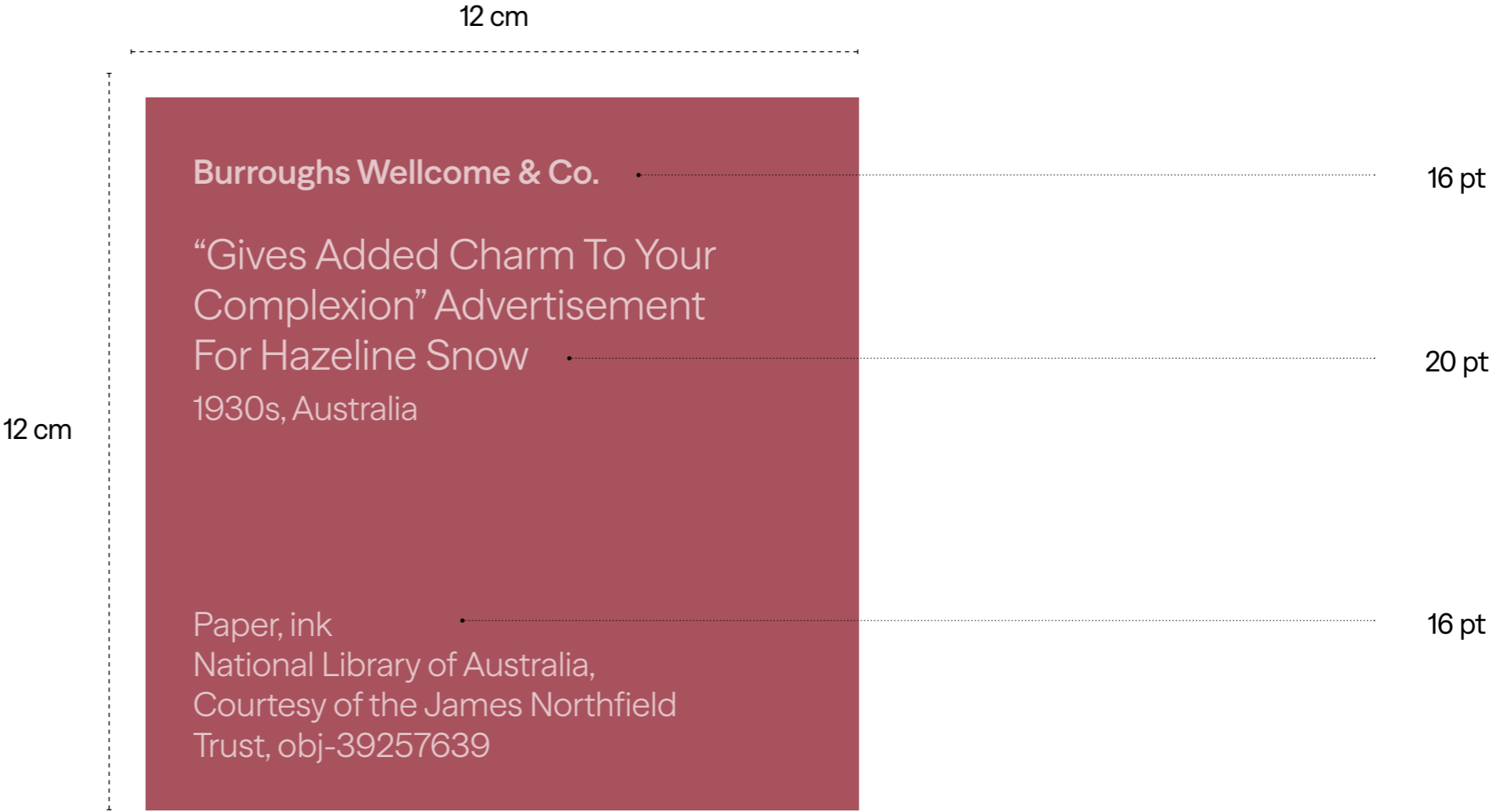
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Cartel·la tècnica



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Cartel·les comentades sobre paret

	El Culte a la Bellesa / Gráfica exposición EN PROC	un.	medidas cm (con margen)	Descripción	Referencias concretas
TOTAL					
	Vinilo Corte				
	Texto introducción (sección 02)	1	400 x 200 aprox.	vinilo corte (1 color de 8 a elegir / iluminación estándar	Tipus Avery 500 mate o similar
	Textos de ámbitos (sección 03, 21, 46)	3	200 x 200 aprox.	vinilo corte (3 colores de 8 a elegir) / iluminación estándar	
	Textos de subámbitos	8	100 x 200 aprox.	vinilo corte (8 colores de 8 a elegir) / iluminación estándar	
	Citas	10	50 x 50 aprox.	vinilo corte (5 colores de 8 a elegir) / iluminación estándar	
	Cartelas (en base a 8 colores existentes a elegir)				
	Cartelas Técnicas / Cat	150	14 x 14 x 3 aprox.	Cartulina de color 350gm en 8 colores distintos / Texto en impreso en color y blanco / Adhesivo doble cara	Colorplan, Sirio o similar
	Cartelas Técnicas Vitrina Horizontal / Cat	150	14 x 14 x 3 aprox.	Cartulina de conservación Museo Rising / Impresión directa	<a href="https://molgra.eu/es/pr/passepartout/passepartout-blanco-122x244cm-1-6-mm-museo-rising-7000140-541">https://molgra.eu/es/pr/passepartout/passepartout-blanco-122x244cm-1-6-mm-museo-rising-7000140-541</a>
	Cartelas comentadas pared	25	40 x 60 x 3 aprox.	Cartulina de color 350gm en 8 colores distintos / Texto en impreso en color y blanco / Adhesivo doble cara	Colorplan, Sirio o similar
	Cartelas comentadas vitrina	25	40 x 60 x 3 aprox.	Cartulina de conservación Museo Rising / Impresión directa	<a href="https://molgra.eu/es/pr/passepartout/passepartout-blanco-122x244cm-1-6-mm-museo-rising-7000140-541">https://molgra.eu/es/pr/passepartout/passepartout-blanco-122x244cm-1-6-mm-museo-rising-7000140-541</a>
	Wallpaper				
	Beauty Sensorium paret 1 (sección 20)	1	482 x 414 cm	tipus Wallpaper Digimura® NW Soft Matte o similar	tipus Wallcovering adhesivo Digimura® NW Soft Matte 147g/m2
	(Sección 19)	1	628 x 306		
	Mosaico carteles masculinos (sección 30)	1	250 x 200 cm		
	Obra: Angelica Dass (sección 48)	1	500 x 250 cm		
	Obra: Makeupbrutalism (secció 49)	1	240 x 210 cm		
	Plafones vinilados				
	Actividades	2	190x 60	Impresión sobre vinilo forrando PVC espumado 5mm	
	Créditos/ Cat	4	190x 60	Impresión sobre vinilo forrando PVC espumado 5mm	
	Agradecimientos / Cat	1	190x 60	Impresión sobre vinilo forrando PVC espumado 5mm	
	Otras				
	A3 facsímiles fotografías o documentos suport cartró de conserva	5	A3	Impresión digital de calidad sobre soporte rígido	
MUNTATGE					
DESMUNTATGE					