



ABOUT

PLAYWITCH
if is a project that explores how the subjectivity of the performative woman was created. From pictorial references of the Renaissance Period, I create an essay about the beginning of the Western pornification.

INTRODUCTION

From an analysis of figurative painting of the Renaissance period along with studies of PLAYBOY magazine's history I investigate how the images of the European aristocracy are intrinsically involved in the configuration of gender roles in today's society.

This type of imagery allowed PLAYBOY to transform pornography into a cultural merchandising that produced a new way of image consumption that unified pleasure, publicity, privacy and subjectivity leading to a global heterosesxual media of masturbation.

The Renaissance masculine gaze has created a political structure so consolidated that today still possible to notice its active dominion in the construction of the image of the Western woman. This current discourse follows the female body and places it into an erotic game that challenges the seducer's own ability to participate in this figurative universe.

I propose in my project of PLAYWITCH, explore the direct relationship between historical paintings and the pornified image of women throughout the centuries. PLAYWITCH contextualizes women, fictional or not, who have been crystallized into an object of visual pleasure for the dominant unconscious of the male, heterosexual and consumerist discourse.

STUDIES AND

playwitches

WORKS

RAFAELA SALGUEIRO





PLAYWITCH

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Contextualizes women, fiction or not, who have been crystallized into an object of visual pleasure playwitches.tumblr.com/



69 seguidores 11 seguindo

Seguido por claridadelpez, griselromina e outras 28 pessoas

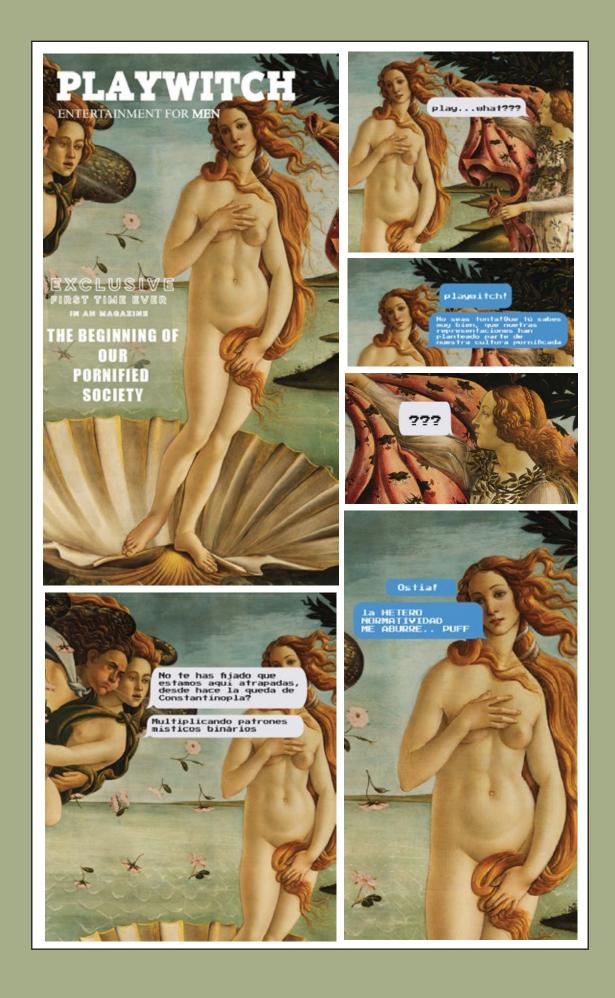


Mensagem

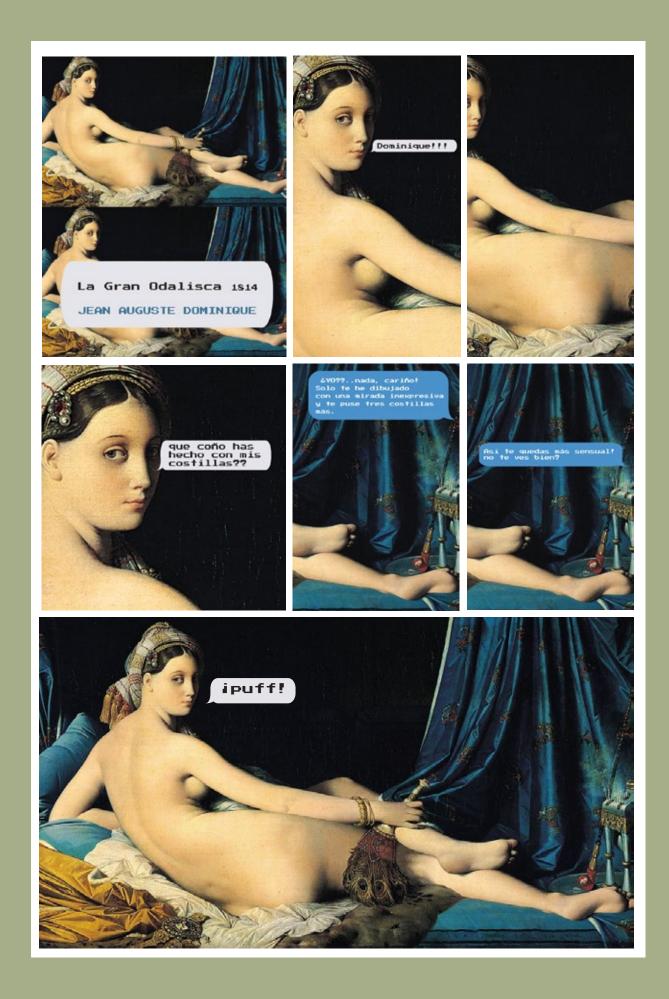




PLAYWITCH dialogs



PLAYWITCH dialogs



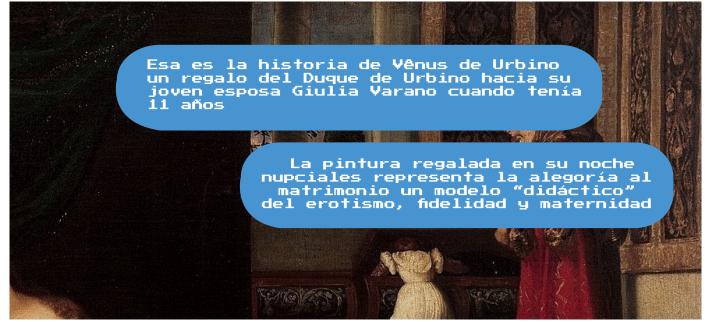
PLAYWITCH dialogs











PLAYWITCH auestions



Polati panear

It's le sél

Fua quando

Dominique

Domi

@playwitches

JOHN BERGUER

Las mujeres deben alimentar un apetito, no tener el suyo proprio

JOHN BERGUER

ella oferece su sexualidad para que la examine

JOHN BERGUER

Ella no está desnuda tal cual es

JOHN BERGUER

Ella está desnuda tal como el espectador la ve

> John Berger

PLAYWITCH interventions

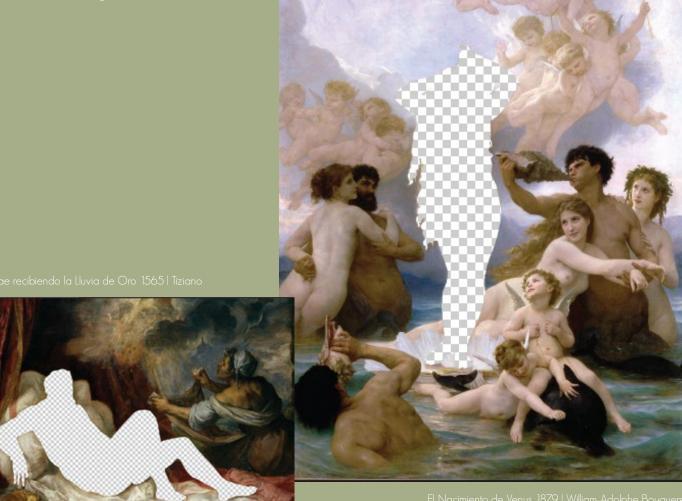




The Wave | Guillaume Seignac



Leda y el Cisne 1570 | Paolo Veronese



PLAYWITCH interventions

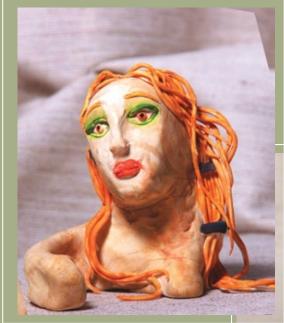


El Nacimiento de Venus 1879 | William Adolphe Bouguereu Kim at Wonderland's Autumn 2016 Fashion Issue sep 23

PLAYWITCH

sculpture

ZombieVenus



Thewhiteman



Venus del ASILO



Kim's Ass





Title

PLAYWITCH | ENTERTAINMENT FOR SOCIETY

Summary

Playwitch aims to contextualize the contemporary commercial pornography of the image of the woman. Studying how the Renaissance male gaze has created such consolidated political structures that control our current visual cultures, accompanying the female body and crystallizing its image as a mystical object of social pleasure.

I develop through this an intersection around these erotic games, which women are exposed, and from that, I create art projects with the purpose of exploring the patriarchal discourse.

Plan of action

Beginning (3 months)

- 1.0 Greek and Roman mythological research about Venus. (1 month)
- 1.2 Research of the Renaissance and yours mythological relationship. (1 month)
- 1.3 Contemporary research; means of communication and reproduction of mystical patterns previously investigated. (1 month)

Middle (3 months)

- 2.0 Beginning of artistic exploration production of the materials.
- 2.1 Exploration and production of materials and sketches for the final design.

Sculpture courses, materials to work.

2.2 Develop interactive publications such as books and fanzines.

End (3 months)

- 3.0 Creation of structures to develop the final project.
- 3.1 Digital creation of video collages.
- 3.2 Exploration through sexual stimulation programs' without using images of people as an approach.

PERSONAL JUSTIFICATION

"My past is the reference that projects me and that I must surpass

Therefore, to my past, I owe my knowledge and my ignorance, my needs, my relations, my culture, and my body.

Today, what space does my past leave to my freedom today? I'm not his slave.

What I always wanted was to communicate the taste of my life in the most direct way. Only the taste of my life."

Live without dead time - Simone de Beauvoi

Throughout over 8 years, I've devoted my professional career and my personal life to the Fashion Industry. From this background, I've made and understood my inner myself and also I've found out who I am and how far I can go.

For me, the odds of the anthropological perspective that an item of clothing can provide us has always fascinated me. Being able to analyze the choice of certain colors, the reason for certain haircuts and even the different ways of choosing to draw someone's else body kept me curious about continuing to study this intriguing universe.

Inevitably by participating as well as an active subject in the production of consumption concepts, I've collaborated often in the co-creation of utopian images. I've also created content that misrepresented the audience's reality.

Fatigued by these constructions, I began to investigate other universes that were not the same that I was used to. As soon as I started my studies in the Arts' field, I found the Master of Artistic Professions at the Fine Arts Institute in Madrid, and through it, I could know and study new forms of reading for my understanding of the world.

These new methods helped me to observe more clearly our social cultures and how the Fashion Industry has deformed it. Through this awareness, I began an investigative process on the creation of images, and also I've considered in my social readings questions around gender and sexuality in our society.

From many new references in my repertoire, I've started to produce several projects that were based on the awareness of our binary visual culture, and I deepened to understand how our world began, and then was coordinated and manipulated by men.

I am currently working on projects that rethink the way we see ourselves; studying the creation of the image of women and men in our society, and also by redefining our concepts of affection and social interaction

I have an illusion to find redemption of what I have already done in Fashion. I wanna be an active voice in the creation of desires that can be more suitable with our physical, social, personal and financial structures.

ABOUT



I started my academic life in 2009 when I graduated in Fashion Design at Centro Universitário Senac (Brasil, São Paulo), and then in 2014 I specialized in Graphic Design at Escola

Panamericana de Arte e Design. In 2018, I got a Master Degree in Arts at Circulo Bellas Artes in Madrid, Spain.

Throughout my career, I had the opportunity to work on various segments like visual merchandising, product design, graphic design, and fashion production and styling.

Now I'm currently developing projects that combine art and fashion with the purpose to rethink our visuals constructions. Following my more recent investigations, I give an analytical study of the gender issue and how we aesthetically interact with them in our visual cultures

INFOS

Rafaelasalgueiro@gmail.com www.rafaelasalgueiro.com

PLAYWITCH

instagram.com/playwitches www.rafaelasalgueiro.com/playwitch



RAFAELA SALGUEIRO

rafaelasalgueiro.wixsite.com/salgueiro

+ 34 645 562 027

rafaelasalgueiro@gmail.com

EDUCATION

MASTER Arts and Artistic Professions

SUR /Círculo Bellas Artes

GRADUATE Fashion Design

Centro Universitário Senac 2009 2014

CONTINUING EDUCATION

CoolHunting

Instituto Europeu Design 192 hours

Graphic Design

Escola Panamericana 2014 2015

Hustrator

Impacta 100 hours

Observation Design

EACV 288 hours

RESUME

Exhibition

2018 Group Exhibition, #SinTítulo2018, Círculo de Bellas Artes, Madrid, ES

Scenography

2017 Spotify Talks, Spotify Brazil, São Paulo, SP

2013/2015 Senior Manager Visual Merchandising, M.oficer, São Paulo, SP

2012 Intership Visual Mershadising, Armani Group Brazil, São Paulo, SP

Stylist

2017 Camping Spring Summer 2018, FILA Brazil, São Paulo, SP

2017 Mothers Day Camping 2017, CORI, São Paulo, SP

2017 Vídeo Camping Advertising, DAFITI Brazil, São Paulo, SP

2017 DafitiMAG 17#, DAFITI Brazil, São Paulo, SP

2017 Vídeo Camping/Preview Sumer 17, DAFITI Brazil, São Paulo, SP

2017 Still Life - Spring Summer 17, DAFITI Brazil, São Paulo, SP

2017. DafitiMAG 16#. DAFITI Brazil. São Paulo. SP

2017 Still Life - Autumn Winter 17, DAFITI Brazil, São Paulo, SP

2016 Video Camping Advertising Black Friday, DAFITI Brazil, São Paulo, SP

2016 Still Life - Autumn Winter 16, DAFITI Brazil, São Paulo, SP

2016 Valentine Days 16, DAFITI Brazil, São Paulo, SP

2016 Mothers Day 16 DAFITI Brazil, São Paulo, SP

2016 DafitiMAG 15#, DAFITI Brazil São Paulo, SP

2016/2017 Still Life - Social Midia Shootings, DAFITI Brazil, São Paulo, SP

2012 Internship Fashion Assistant, TVZ, São Paulo, S

Marketing

2013 Junior Marketing Analyst, Cris Barros, São Paulo, SP

EXPERIENCE

Global Fashion Group/DAFITI

Senior Marketing Analyst (Agt 2017 - Sep 2015)

M.OFFICER

Senior Visual Programmer (July 2013 - Oct 2015)

Cris Barros Crisbarros.com.br

Junior Marketing Analyst (Oct 2012 - Mayo 2013)

TVZ tvz.com.br

Junior Marketing Analyst (Oct 2012 - May 2013)

Grupo Armani/Brasil

Internship Visual Programmer (January 2012 - June 2012)

LANGUAGES

Spanish **English**

B2 A2

Portuguese

NATIVE

BIBLIOGRAPHY

ÁLVAREZ, Manuel Fernández. Casadas, Monjas, Rameras y Brujas - La Olvidada Historia de la Mujer Española en el Renacimento (2002). España: Editorial Espasa Calpe.

BERGUER, John (1972). Modos de Ver. Barcelona: Editorial Gustavo Gili

BEAUVOIR, Simone (1972). El Segundo Sexo - los hechos y los mitos. Argentina: Ediciones Siglo Veinte BLITIER Judith El Género en Disputa (2007) Barcelona: Espasa Livros

DESPENTES, Virginie (2007) Teoría King Kong. Barcelona: Literatura Random House.

FEDERICI, Silvia. Calibán y las brujas (2004) Madrid: Traficante de Sueños

FLEMING, Jack (2017). El Problema de las Mujeres. Barcelona: Editorial Anagrama.

FRIEDAN, Betty (1963). A Mística da Mulher. Lisboa: Editora Ulisseic

FOUCAULT, Michael. Historia de la Sexualidad 1. La Voluntad del Saber (1978). Madrid: Siglo XXI de España Editores

(H)AMOR coleccíon la pasíon de Mary (2015) Madrid Editorial Contita Me Tienes

LO QUE ESCONDE EL AGUJERO, El porno en tiempos Obscenos (2018). MADRID:Los livros de la Catarata

LLOUZ, Eva (2014) Erotismo de Autoayuda. Madrid Katz Editores

PRECIADO, Paul (2010). Pornotópia - Arquitetura y sexualidade en «Playboy» durante la guerra fria. Barcelona: Editorial Anagrama

> PORNO FEMINISTA - Las Políticas de Producir Placer (2013) New York: Editorial Melusina.

PERRY, Grayson (2017). La Caída del Hombre. Barcelona: Editorial Malpasc

RICO, Santiago Alba. Ser o no ser (un cuerpo)(2017). Barcelona:Editorial Planeta

RIBEIRO, Anabela Mota (2016). Paula Rego por Paula Rego. Lisboa: Editora:Temas e Debates - Circulo de Leitores

SLIMANI, Leila (2017). Sexo y Mentiras. España: Editorial Cabaret Voltaire