

Public Abstract

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Department:Art

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Title:False Sense of Care

False Sense of Care is the thesis exhibition by Mary Margaret Sandbothe. The exhibition incorporated two bodies of work titled, Ideal Queers comprised of large format digitally printed cross-stitch simulations on cotton sheeting, and Patterns of Exclusion a series of transparent cross-stitch templates with a light box for viewing. This work exposes queer assimilation tactics merging advertising imagery with cross-stitch samplers. By deconstructing images of heteronormative family archetypes, the works reveal an uneasiness toward the typical portrayals of queer identities. Cross-stitch filters coupled with advertising language promote a false sense of care meant to sell the viewer a particular identity, brand or item. Through analyzing these mainstream representations, this exhibition critiques queer assimilation tactics within advertising and displays the absence of those outside of the ideal queer representation.