

# False Sense of Care

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## Abstract

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.