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**February**  
**For immediate release**

## ***The face as an object in popular advertising***

**Opens** Friday February 18  
**Concludes** Sunday March 13

**Opening:** 4:00pm, Sunday February 20

The Robin Hood Hotel  
315 Portrush Rd, Norwood

South Australian visual artist Meaghan Coles explores the superficial representation of female beauty in popular culture and fashion in her latest solo exhibition of oil paintings during the 2011 Adelaide Fringe Festival.

Graduating in 2010 from UniSA's South Australian School of Art with a Bachelor of Visual Art (Honours), Meaghan's body of work explores how the female face is objectified within popular advertising. Her series of large-scale oil on board paintings are an investigation into the painted, fragmented face, questioning the concept of ideal beauty as portrayed in popular imagery. By taking faces used to promote beauty products in glossy fashion magazines and painstakingly reworking them as unique paintings, Meaghan symbolically restores them and invests them with individual identity.

"I'm fascinated by the way the female face is portrayed in advertising, reduced to a sexualised, superficial object, devoid of human emotion," Meaghan explains. "This exhibition of work examines the concept of ideal beauty advertisers promote in order to sell their products. Using paint on wood, I am re-investing the sexualised, superficial female face with a unique identity through the medium of painting."

Meaghan has exhibited her work in shows across Adelaide over the past five years, including solo exhibitions during the 2009 SALA Festival and the 2010 Adelaide Fringe Festival.

The South Australian School of Art is a Helpmann Academy partner school.

The Helpmann Academy for the Visual & Performing Arts assists emerging artists to make the leap into professional practice, by providing a range of programs and opportunities including exhibitions, awards, grants, mentorships and international exchanges. The Academy's partners are TafeSA - the Adelaide College of the Arts and Vizarts O'Halloran Hill; University of South Australia - South Australian School of Art; University of Adelaide – Elder Conservatorium; Flinders University - Flinders Drama & Flinders Screen Production; Adelaide Central School of Art.

**For further information contact Chris Bull, Helpmann Academy Marketing Manager, on (08) 8463 5015 or 0433 348 706**