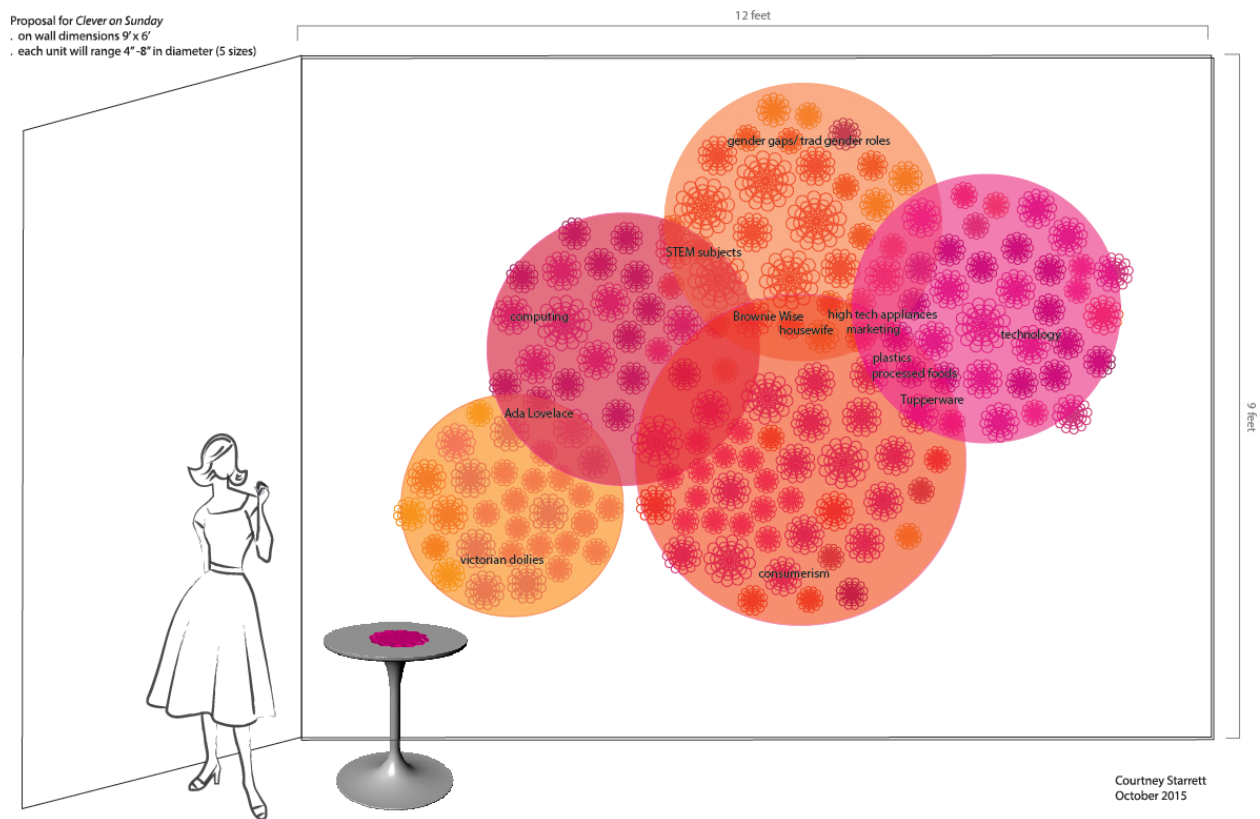


*Clever on Sunday*: A visual artist interpretation of the post-WWII persuasion of consumer marketing and the gender gap

The visual arts transform concepts and philosophies into tangible and aesthetic depictions. Women's studies and gender issues are common sources of inspiration for artists. This paper will unveil the process and development of an installation inspired by gender roles as defined by the post-WWII persuasion of consumer marketing. *Clever on Sunday* is an installation of custom, hand-cast, and functional silicone doilies. Each doily pattern is generated by sourced data and statistics reflecting selected information to be presented as implied substance for a potential narrative to be rendered by the viewer. The data sets used range from PhDs Earned by Women 1900-1990, Women in Leadership, and Domestic Appliance Purchases 1950-present, etc. The data sets are imported into a computer script which generates an algorithmically defined and custom pattern for the doily. The artist then creates a tangible object from the pattern drawing. The collection of silicone doilies is presented on a wall in a Venn style diagram highlighting the data connections seen by the artist. The title, *Clever on Sunday*, is borrowed directly from a Tupperware magazine advertisement (as seen in LIFE magazine January 12, 1962). This piece is included in the upcoming exhibition *Made for You: New Directions in Contemporary Design* at the Samuel Dorsky Museum of Art at SUNY New Paltz, NY, February 6 - July 10, 2016.



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