

## FEMMES FORMICA

From February 18<sup>th</sup> until February 28<sup>th</sup> 2011, Sylvie Macias Diaz exhibits her deliciously languid women on “formica” boards, a popular material in the 60s: plastic, easily washable and functional material which was used to build furniture at that time.

Sylvie Macias Diaz's “formica” women also possess all these qualities.

They are “furniture” women with voluptuously comfortable shapes and bodies that pander to any desire ... The apparent hinge at the top of their thighs reveal their user-friendly mechanism. The Barbie doll seems to manifest herself ...

The pre-formatted women of the same size lie ready to be eaten on these boards used to spread butter or jam on toast. Their transparent silhouettes, glued onto the formica question the notion of adhesiveness applied to these women-objects. Adhesiveness of women has become a commonplace both on billboards ( such as the giant woman on the gallery wall referring to the icons of luxury consumption) and in the high-society alcoves. (See links to prostitution and the proliferation of “bunga bunga” parties).

By combining the world of these inaccessible women to the familiar world of the kitchen, Sylvie Macias Diaz also questions the hidden fantasies of “interior women” who wish to look like these attractive models. The well-oiled machinery of the seduction works wonders. Everyone dives in, voluntarily or not.

This is exactly where the strength of media manipulation that teases our unconscious full desires and impulses lies. Furthermore, the very design of the boards suggests the idea of a daily confined space where women's illusions of freedom clash with the fact that they feel used, sliced every day like the loaf on bread on the board...

Here we are, a long time has passed since the sixties, the time when the revolutionary formica was supposed to liberate women from their relationship with everyday furniture.

<http://www.24heures.ch/actu/monde/bunga-bunga-silvio-berlusconi-2010-10-28>;

<http://www.rue89.com/2010/10/29/soirees-bonga-bonga-berlusconi-et-les-jeunes-filles-episode-2-173702>;

Judith Kazmierczak for galerie FLUX  
February

Translate from French by Henri J Sandront