



Bishop Challoner School: Shoepidity

19 June - 22 June 2014



The Gallery @ Idea Store Whitechapel invites you to Bishop Challoner School's group show for 4 days only!

Shoepidity is a selection of 2D and 3D artworks made by Bishop Challoner year 9 students. The stiletto shoes showcased have been inspired by looking at surrealism in combination with the impractical shoe wear often worn by female celebrities. The students looked at designer shoes such as the Armadillo shoe by Alexander McQueen which stands at over twelve inches in height and the heelless shoe worn by Lady Gaga, as inspiration for their own designs.

Empathising with the discomfort that many women put themselves through on a daily basis, a small group of girls mimicked a football training session wearing high heels. The aim was to outline the pressure young females are exposed to, to reflect the ideal female beauty presented by the media. By posing as normal healthy children enjoying

physical exercise, juxtaposed with the wearing of impractical shoes, the girls are exposing the ridiculous and dangerous expectation that women should walk around in shoes that restrict their movement. It was also an attack against the media and retailers that promote the premature sexualisation of children by making increasingly mature clothing for children as young as six, such as wedges and padded bikini tops.

Echoing the shoes will be 3D ceramic cakes (based on artwork by Wayne Thiebaud) delving into the world of consumerism and seduction, again made by Year 9 students.

Student Quotes: '...the media objectifies women and makes them appear as sex objects.'
Mushfika Hussein

'... women should not be depicted through a stereo typical lens shaped by the media.'
Labiba Mahmud